

The American Perfumer

and Essential Oil Review

VOL. XXIII

Registered in U. S. Patent Office

No. 1

CONTRIBUTING EDITORS

DR. CLEMENS KLEBER
Clifton, N. J.
ESSENTIAL OILS

DR. MARSTON TAYLOR BOGERT
Columbia University
New York
SYNTHETICS

PROF. CURT P. WIMMER
Columbia University
New York
TOILET PREPARATIONS

DR. EDGAR G. THOMSEN
Winona, Minn.
SOAPs

DR. R. O. BROOKS
New York
FLAVORING EXTRACTS

HOWARD S. NEIMAN
New York
PATENTS, TRADE-MARKS
AND COPYRIGHTS

LEROY FAIRMAN
New York
MERCHANDISING

CONTENTS for March, 1928

EDITORIAL:

Four Questions on Legislation	1
Is French Competition an Unnecessary Ogre?	1
"The Course of Empire"	2
The Status of Pending Legislation	3
House Passes Parker Bill as Amended	4
Protection of Alcohol Permittees in the Balance	5
Federal Trade Board Questionnaire and Rulings	6
An \$80 Order from Mr. Pilger, by Leroy Fairman	7
Exchange of Functional Groups, Dr. Verley and Dr. Lauffer	9
Vanilla as a Raw Material, by W. A. Poucher	11
The Practical Side of Packaging, by F. C. Chase	13

FLAVORING EXTRACT SECTION:

Official Reports of F. E. M. A. and Soda Flavors Assn.	16
Ruling on Recovery of Tax-Paid Alcohol	16
Trade Board Rules Again Against "Grape" Labels	16
Foreign Technical and Business News	17
Activities of Associations, Societies	19
Perfume and Soap in Courts and Customs	22

TRADE NOTES	23
Chicago Trade Notes	34
Canada News Section	41
Trade Marks and Patents	43
Grasse Report on Flower Oils for March	48
Market Report on Essential Oils, Synthetics and Aromatics	49

SOAP INDUSTRY SECTION:

France Plans Soap Label Legislation; Solid Potash Soaps	53
Saponification Under Pressure, by Josef Grosser	55
Tendency of Soap to Become Dark and Rancid	57
Soaps and Turkey Red Oil for Wetting Out	57
Foreign Countries as Soap Producers	59
Market Review on Soap Materials	60

ADVERTISING INDEX.....	Next to Last Advertising Page
Copyright 1928	

Published Monthly by PERFUMER PUBLISHING CO., 81 Fulton St., New York

LOUIS SPENCER LEVY, President and Treasurer

Telephones: Beekman 0791-2-3 Cable Address: AMPERFUMER, ABC 5th Edition

CHICAGO OFFICE: Joseph Esler, 37 West Monroe St., Phone Edgewater 3429

BOSTON OFFICE: Wm. G. McCarthy, 309 Washington St., Room 22, Phone Hubbard 8759

SUBSCRIPTION RATES

The United States and
Possessions
\$3.00 a Year

Canada, Cuba and Mexico
\$3.50 a Year

Foreign (Countries in the
Postal Union)
\$4.00 a Year

Single Copies
30 Cents

Guaranteed Quality

"StaffAllen's"



THIS is not a sufficient guarantee of the quality of an essential oil that it be pure and unadulterated. An oil may be said to be absolutely pure when prepared from the proper natural material with no admixture of other substances either to the raw material or to the resultant oil.

Quality, however, is more elusive. Perfection is achieved only when the raw material is of the finest, selected with discrimination and scientifically distilled.

"StaffAllen's" oils are not merely pure in the technical sense; they meet the most exacting requirements of "quality" as distinguished from mere "purity."

STAFFORD ALLEN & SONS, Ltd.	:	London
UNGERER & COMPANY	:	New York

OTTO OF ROSE D'OR

THE same strict adherence to quality standards which lifted the firm of Botu Pappazoglou & Co. to the forefront furnishes the guarantee back of Otto of Rose d'Or today. Methods of cultivation and distillation have changed during the period but Botu Pappazoglou & Co. have kept pace with all improvements.

Now, as in the past, Otto of Rose d'Or is the choice of the discriminating perfumers who are accustomed to discount unsubstantiated claims and who buy on a proven basis of quality and value received.

UNGERER & COMPANY	:	New York
BOTU PAPPAZOGLOU & CO., Kazanlik, Bulgaria		

The American Perfumer and Essential Oil Review

Registered in U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.
No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

All editorial and news articles including illustrations which appear in this journal, are copyrighted
and may be reproduced either in whole or in part only by special permission of the publisher.

Established 1906

NEW YORK, MARCH, 1928

Vol. XXIII. No. 1

Four Questions on Legislation

TWO more State cosmetic bills have apparently been killed by the prompt action of the legislative committee and the counsel of the American Manufacturers of Toilet Articles. The bill in Massachusetts was withdrawn on the day of the hearings over the protests of its opponents who preferred to have it killed rather than withdrawn. The New York state labeling measure, characterized as "the silliest bill yet," was opposed at hearings held in Albany February 28, and will be allowed to die peacefully in committee according to assurances since received from the State capital. The attack on both these measures was solely on the ground that they were wholly unnecessary.

These have been comparatively easy victories, but this is no reason for relaxation of efforts to prevent the introduction and enactment of unnecessary and ill-judged laws either in the states or in the National Legislature. A few in the industry who favor Federal cosmetics legislation on the grounds that it would be innocuous in itself and would also act as a model for state action on the same subject should consider carefully what they propose before they dissent further from the position taken by the bulk of the industry and by the association.

Here are four questions which they should definitely answer. Do they want to add to the already almost intolerable burden of official supervision and inspection of their manufacturing operations? Can they guarantee that the Federal legislation which they favor will be innocuous? Are they certain that State laws will in all instances coincide with the "innocuous" Federal statute and not vary widely from it? Is there any evidence whatever that such laws are necessary, or would serve any useful purpose?

If they are not prepared to answer *all four* of these questions in the affirmative, then their position as proponents of Federal cosmetics legislation can hardly be justified on any grounds and should, we feel, be changed to coincide with the expressed views of the leaders of the industry.

Experience with recent proposals proves that lawmakers are prepared to act reasonably on cosmetics bills but a divided front by the industry will not help matters.

Is French Competition An Unnecessary Ogre?

IN connection with the matter of foreign competition in toilet preparations and especially in perfumes, it has frequently been charged that the price policy of the American houses is at fault. Possibly this is the case, but as yet only vague generalities on the price question have been discussed. There has been no definite settlement of the question of what that price policy is, but only a general charge to the effect that foreign manufacturers get high prices and American manufacturers low prices for their goods and the implication that the American producers make their goods to fit a price while the foreign houses consider price not at all in the manufacture of their products.

There may be some germ of truth in this contention. At times it has seemed that low price and sales volume have become a fetish with American industry in general; that a study of French sales experience in this country has definitely proven that the policy of the French manufacturer has been the reverse of this; and further that the French policy, if it is a policy, has been more than successful in the competitive market. A more complete analysis of the situation, however, may disclose that, in this matter as in all things, there is a reason for what has taken place.

Before going further, it is necessary to bring out the point that high-priced and low-priced lines of toilet preparations and perfumes compete to a very limited degree only. On the fringes of each class there may be a certain amount of competition, but it is not likely to be to the great advantage of either line. On this border line there will be some sales dictated by quality, or the supposition of quality, and some by cheapness. In the great bulk of sales, however, direct competition between the two groups is non-existent. A manufacturer of goods in the low-priced field seldom competes directly with one in the high priced field. A few manufacture lines suited for both fields but these lines are non-competing and are recognized as such.

Most of the complaint of foreign competition has arisen in the high priced field. French manufacturers with one or two notable exceptions have made no attempt to enter the low priced field in this country in spite of the fact that cheap French perfumes are manufactured and sold in large quantities in France.

Rightly or "wrongly," however, this high priced field has been considered the "cream" of the business. With the French manufacturers concentrating their efforts in it, it is hardly to be wondered that they have gained the front rank there. Further, is it not a fact that the prevalent idea of French quality has been due to their concentration on the top priced lines and their general avoidance of the cheaper lines in their efforts in the American market?

American manufacturers for one reason or another have generally preferred to work in the cheaper brackets. Their attempts to invade the upper brackets have been feeble and few. Accordingly, they have met with great success on low and medium priced lines and with a more or less conspicuous lack of success in the more expensive lines. Out of this very fact has arisen the myth of foreign superiority in perfume manufacture. It has penetrated first into the mind of the public and gradually into the minds of the manufacturers themselves, until they have become obsessed with the idea that they are doomed forever to the cheap market and must forever see the foreign manufacturer secure the "cream."

No one can have any quarrel with the success of the American manufacturers in the cheaper field. It has been a splendid and deserved success. But is there any reason for the widespread belief that a similar success cannot be won in the higher priced field? Is there any reason why that "quality market" should be surrendered without a struggle to the foreign producer merely because he got there first? Why should not the American manufacturer explore this, to him, unknown territory in perfume sales?

We are certain that if he would explore it he would find it a rich country and one "flowing with milk and honey." Nor would he find his new competitors, who are now almost the only inhabitants of the land, other than friendly to him in his efforts to settle there. After all, is not the fear of foreign competition largely an unnecessary ogre at present? For who has ever tried to meet the powerful foreign manufacturer in the only field in which he excels or seems to be interested?

"The Course of Empire"

SOMETHING more than interest and curiosity featured our reaction to the announced intention of the government to investigate and report on the geographical trend of industry in this country. Most of us have preconceived notions on subjects such as this and almost invariably these preconceptions lead us astray. Faced with facts and figures we can usually cover a not too dignified retreat by claim that what we had in mind was something quite other than that which the cold statistics prove.

The announcement of the proposed census caused us to use a half hour, which might otherwise have been productive, in pleasing retrospection and speculation on the history of the toilet preparations industry and its prospects for future development. Nor is such dreaming always unproductive. Perhaps things hidden from our busy conscious sense come forth more clearly in the mental state which borders on the day dream.

OUR ADVERTISERS

REFINERS OIL & PETROLATUM CO., INC.

117 Liberty St.
New York City

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,
81 Fulton St., New York City.

Gentlemen: In considering our advertising policy we have come to the conclusion that it pays best to use the best publication available in each particular line of trade where our products are consumed.

In deciding on the perfumery line there was never a moment's doubt as to the choice of the trade publication to be used, and as the result we have been advertising in your publication since the inception of this company. Moreover, the writer's experience, extending over some twelve years in serving the perfumery line with Petrolatum and White Oils, has convinced him of the superior merits of your publication.

You do not confine yourself to accept our ads and our money, but you are giving us some real service and cooperation and we are pleased hereby to express our appreciation thereof.

Yours very truly,
REFINERS OIL & PETROLATUM CO., INC.
W. F. KRONEMAN, President.

We have not heard of seven cities claiming to be the birthplace of the toilet goods industry, but then the industry is far from dead as Homer was when that signal honor came to him but is as live and growing as was the poet's fame. We do know that the industry was born no farther East than Boston and no farther West than Philadelphia. We know New York's pride in all that pertains to the Metropolis and we do not hesitate to announce at once and without investigation that New York will claim to be the center of anything worthwhile having a center, and possibly she is right if volume of production only is considered. But after our half hour's reverie we think we see things much more clearly.

We have visioned the growth of the industry on the Pacific slope. In production as in consumption, Los Angeles is far from last. We know of the development in the Mountain section. The South also has its claims for prestige and rank. Louisiana and Tennessee must both be heard. Missouri brings forward the claims of St. Louis and Kansas City for consideration. Iowa points with justifiable pride to Des Moines. But again our senses are not quite satisfied.

Shall we venture into the ever dangerous realm of prophecy? We bring ourselves to it with no small degree of hesitancy. To what city then shall we offer in advance our congratulations?

We believe the toilet goods center would be somewhat to the East and North of the geographical center. Population would see to that. We believe it would be very near the Great Lakes and as our pencil hesitates above the map, we find it drawn toward the head of Lake Michigan. It hovers for an instant. It stops! Let us see. Cook County, Illinois! Why, yes. They

had a World's Fair there in 1893, and now they have another honor. What is the poor East coming to?

And as we gradually awake from our reverie, we find ourselves (from purely selfish reasons, for we hate to guess wrong) hoping that we are right.

Index for The Perfumer, Volume XXII

THE Index to Volume XXII of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW is now ready for distribution. We urge those who desire to receive copies of it to advise us promptly so that its distribution may be accomplished as rapidly as possible.

As we enter upon Volume XXIII, we wish again to acknowledge our debt to our many faithful readers and advertisers. The growth of the industry and the rapidity with which developments of interest and importance have taken place has again brought the space occupied by text pages to a new high record. Thus has our desire to serve the industry accompanied the splendid gain in the industry itself. It is our sincere hope that this gain may be a continued and augmenting one.

Associations in the Allied Industries

AMERICAN MANUFACTURERS OF TOILET ARTICLES.—President, C. M. Baker, New York; Secretary-Treasurer, H. H. Bertram, 309 Broadway, New York.

FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION.—President, D. T. Gunning, Chicago, Ill.; Secretary, R. E. Heekin, Water and Walnut streets, Cincinnati, Ohio.

NATIONAL PAPER BOX MANUFACTURERS' ASSOCIATION.—President, A. G. Burry, Ft. Wayne Paper Co., Ft. Wayne, Ind.; Secretary, Frank S. Records, Philadelphia.

PERFUME IMPORTERS' ASSOCIATION.—President, B. E. Levy, 714 Fifth avenue, New York; Secretary, B. M. Douglas, Jr., 35 West 34th street, New York.

NATIONAL MANUFACTURERS OF SODA WATER FLAVORS.—President, W. H. Gast, Chicago, Ill.; Secretary and Attorney, Thos. J. Hickey, 1238 First National Bank Building, Chicago.

NATIONAL BEAUTY AND BARBERS SUPPLY DEALERS' ASSOCIATION.—President, W. L. Scott, Peoria, Ill.; Secretary, Joseph Byrne, 116 West 39th street, New York.

PERFUMERY, SOAP AND EXTRACT ASSOCIATION OF CHICAGO.—President, William H. Mutterer; Secretary, Frank H. Pettee, care C. A. Seguin Co., Chicago.

AMERICAN SOAP AND GLYCERINE PRODUCERS' ASSOCIATION.—President, Sidney M. Colgate; Secretary-Treasurer, J. S. Goldbaum, Philadelphia; Assistant Secretary, Roscoe C. Edlund, 45 Union Square, New York; Assistant Treasurer, H. A. Bates, Colgate & Co.

BEAUTY INDUSTRIES MANUFACTURERS' ASSOCIATION.—President, F. H. Tiedemann; Secretary, John J. Ryan, 534 West 23rd street, New York.

DRUACHEM CLUB.—President, B. J. Gogarty; Secretary, Alexander Leith, Jr., 15 John Street, New York.

SALESMEN'S ASSOCIATION OF AMERICAN CHEMICAL INDUSTRY.—President, B. K. Hotchkiss; Secretary, Wm. Mueller, Room 1115, 17 East 42nd street, New York. New York Chapter: Chairman, John A. Chew, Secretary; David H. Killeffer, 19 East 24th street, New York.

The Status of Pending Legislation

The Massachusetts cosmetics bill which was introduced in February and which followed verbatim the so-called "Model Cosmetics Bill," introduced and defeated last year in Massachusetts and other states, was withdrawn by its author on February 20. That day had been set for a hearing on the measure and the American Manufacturers of Toilet Articles had a delegation in attendance in Boston. Before the hearing, however, the bill was withdrawn. This action met with a protest from the opponents of the measure who took the position that the hearing should be held and the bill definitely killed rather than withdrawn before consideration. The measure is apparently dead for the present session.

In New York, Assemblyman Doyle of Kings who introduced the "Model" bill last year presented an amendment to the Public Health Law which provides that cosmetics must be labeled: "The formula from which this preparation is made contains no lead mixtures, aniline derivatives, para-phenylenediamine, in excess of two per centum of bichloride of mercury, ammoniated mercury, arsenic or caustic substances." This bill apparently gave the manufacturer the right to use any ingredients so long as the specified label was carried on the container.

Hearings on the measure were held February 28 at which time representatives of the American Manufacturers of Toilet Articles appeared in opposition. The bill is still in committee and assurances have been secured from an authoritative source that it would not be reported during the session.

The Kentucky legislature is considering a bill which would impose a 10 per cent excise tax upon toilet preparations and perfumes. This is similar to last year's measure which appeared in several states but in every instance failed of enactment. It is being opposed by the association. Manufacturers located in Kentucky are being especially requested to make representations to the members of the legislature looking to the defeat of the measure.

Another bill in the New York state legislature makes it a misdemeanor to mark goods with the word "doctor" unless the person so described is a duly licensed physician.

Contest Announcement Deferred

The announcement of the winners of the prize contest for perfumers, which has been featured in our advertising pages, has been deferred until April. So many perfumers submitted samples and formulae that the donors of the prizes have found it impossible to make their selection in time for publication this month. An announcement to this effect will be found on advertising page 8 in this issue.

New Comparison of Public's Expenditures

Some new figures have been prepared by the Government, regarding the expenditures of the American public annually. These figures summarize an investigation made by the Research Division of the National Educational Association and reveal that \$1,847,000,000 was spent for tobacco; \$934,000,000 for theatres, movies and similar entertainments; \$820,000,000 for soft drinks and ice cream; \$689,000,000 for candy; \$453,000,000 for jewelry; \$431,000,000 for sporting goods, toys, etc.; \$261,000,000 for perfumes and cosmetics; \$87,000,000 for chewing gum. In 1926 household electricity cost \$450,000,000.

House Passes Parker Bill as Amended

*Resale Price Practice Measure Still With Committee
Flexible Tariff Argued Before Highest Court
Varied Information from Washington*

WASHINGTON, D. C., March 15.—Reintroduced in a form acceptable to the trade, the Parker public health bill, on a favorable report from the House Committee on Interstate and Foreign Commerce, passed the House on March 6. The bill authorizes the detail of personnel from the Public Health Service to other departments of the government to assist them in establishing or reorganizing their health activities, a necessary adjunct of their major activities, or in doing advanced research work.

The Parker bill, as originally introduced, contained a provision that, as pointed out by representatives of the trade, might have been construed in its administration as permitting transfer of the administration of the Food and Drugs Act from the Department of Agriculture to the Public Health Service.

The bill as passed by the House provides generally for a better coordination of the public health activities of the Government, particularly those of the Public Health Service itself. It would change the name of the advisory board for the Hygienic Laboratory to that of National Advisory Health Council, authorize the appointment of five additional members, and broaden its functions by permitting it to advise the Surgeon General with regard to public health activities generally, in addition to the strictly laboratory problems to which it is now limited.

Establishment of several new divisions in the Hygienic Laboratory is contemplated by the bill to permit of greater specialization in research. The bill also provides for establishing a nurse corps in the Public Health Service, and for placing the dental and other scientific and technical personnel upon the same permanent and commissioned basis as the medical officers now are.

Tariff Commissioner Costigan Resigns

One of the interesting features of the month was the resignation of Edward P. Costigan, of Colorado, from the Tariff Commission, to which he was originally appointed by President Wilson. Mr. Costigan for some time has been in the minority in the commission. In resigning he sent a lengthy letter to Senator Robinson declaring that the course of the Administration had impaired the usefulness of the commission. He accused the majority also of blocking action in the commission.

President Coolidge promptly accepted the resignation.

Supreme Court Hears Flexible Tariff Case

With the constitutionality of the flexible tariff in issue, the U. S. Supreme Court heard arguments March 1 on the appeal of J. W. Hampton, Jr. & Company from the decision of the U. S. Court of Customs Appeals in which that court held that in proclaiming an increase in the duty on barium dioxide the President did not usurp the legislative power of Congress but merely executed its expressed policy. The importers' petition for a writ of certiorari was granted by the Supreme Court last June.

In presenting the petitioner's argument, Walter E. Hamp-

ton contended that the constitutional grant of power to Congress to legislate and tax constitutes a limitation on the right of Congress to delegate such power to the executive. He asserted that the authorization of the 1922 Tariff Act to adjust tariff rates upon differences between the cost of production at home and abroad becomes a "discretionary guess" as such costs cannot be ascertained definitely.

For the Government, William D. Mitchell, the Solicitor General, denied that Section 315 attempts an unlawful delegation of legislative authority. He argued that although Congress cannot delegate its power to make law, it can make a law delegating a power to determine some fact or state of things upon which the law makes its own action depend. He urged that because of limits fixed by the statute upon changes in rates it is not necessary to know the exact cost of production in the majority of cases because in them it is enough to know that the costs are not less in some cases or more in others than the amounts stated in the act.

Kelly Price Maintenance Bill in Doubt

The possibility of legislative action at this session of Congress with respect to the resale price maintenance practice is in doubt. A subcommittee of the House Committee on Interstate and Foreign Commerce has under consideration the Kelly fair trade bill, but has been awaiting reports from the Federal Trade Commission, the Department of Justice and the Department of Commerce regarding economic and legal aspects of this method of price-fixing.

The Federal Trade Commission initiated on its own motion last summer an investigation of this practice with the announced purpose of finding the facts for the guidance of Congress on proposed legislation for removing legal obstacles to the complete exercise by the manufacturer of his right to establish and enforce maintenance of fixed resale prices on his trade-marked or branded products.

H. R. 11, was reintroduced in an amended form this session by Rep. Clyde Kelly, of Pennsylvania. The bill provides that the manufacturer may contract with the dealer for the resale of his product at a stipulated price, provided that such contract shall not govern resale in closing out the dealer's stocks for the purpose of discontinuing the line, or in the event that the product is damaged or deteriorated, or in the case of bankruptcy. The bill would not legalize contracts between producers, between wholesalers, or between retailers as to sale or resale prices.

Cotton Oil Option Bill Reported Favorably

The Mayfield bill for regulation of cottonseed oil futures trading has been favorably reported from the Senate Committee on Agriculture. The purpose of the bill, as explained in the committee's report, is to provide a dependable cotton-oil option contract for the accommodation of the trade in cotton oil and cotton-oil products, and to protect the producer of crude oil and the grower of cottonseed from market manipulation. The committee's report stated

(Continued on Page 47)

Protection of Alcohol Permittees in Balance

*House Committee Ignores Protestations of the Trades
Appeal to Senators in Behalf of Employers
Many Cases of Injustice Cited*

WASHINGTON, D. C., February 15.—The Stalker bill raising the maximum penalty for violation of the prohibition law to \$10,000 or imprisonment for five years or both, was favorably reported from the House Committee on the Judiciary March 2 without any provision such as suggested by the alcohol-using trades protecting employers whose servants or agents may violate the law without their knowledge or consent.

No reference is made in the report on the bill submitted by Representative Hersey, of Maine, to representations made by W. L. Crounse on behalf of the National Wholesale Druggists' Association and the American Manufacturers of Toilet Articles, and other trade representatives that the bill should contain a proviso stipulating specifically that no person shall be subject to payment of taxes or penalties for the violation by a servant or agent of any law relating to liquor, denatured alcohol or denatured rum, unless such violation be committed with his actual knowledge and consent.

Quotes Only Mrs. Willebrandt's Views

The committee's report refers only to the testimony of Mrs. Mabel Walker Willebrandt, Assistant Attorney General, who spoke in favor of the passage of the bill. In recommending its enactment, the committee's report reviews Mrs. Willebrandt's testimony as follows:

"The trouble at the present time is with the big sellers and the big importers, and not the small bootlegger; that under the present law the maximum penalty for a first offense is too small, and in practice there is no second offense because the defendant would not be before the court a second time, as this shift from one to another makes all offenses the first. Under this bill the big offender could be given the maximum penalty if necessary and driven out of the business and there would be no second offense, and therefore the Department of Justice very much desires, in the interest of better enforcement of the law, that this bill pass."

The same bill has been introduced in the Senate by Senator Jones, of Washington, and representatives of the trade were given a hearing by a Senate Judiciary subcommittee headed by Senator Steiwer, of Oregon, on February 23. H. S. Chatfield, of the National Paint, Oil & Varnish Association, urged the amendment which had been ignored by the House Committee to protect permittees from the illegal acts of their employees. The amendment was endorsed by S. C. Henry, the secretary of the National Association of Retail Druggists, E. C. Brokmeyer, counsel for the N. A. R. D., and by W. L. Crounse, who filed a brief reiterating the statement previously made in a letter to Representative Dyer, of the House Committee.

Strong Reasons for Chatfield Amendment

Mr. Crounse, in his presentation of the case to the Senators, made the following observations:

"The Chatfield amendment provides as follows:

"No person shall be subject to the payment of taxes or

penalties for the violation by a servant or agent of any law relating to liquor, denatured alcohol, or denatured rum unless such violation be committed with his actual knowledge and consent."

"All the alcohol-using industries of the country are a unit in urging the adoption of this amendment. Until it is placed on the statute books employers in legitimate industry everywhere are in danger of being mulcted in large sums in the way of taxes, fines or penalties and even imprisonment for the offenses of subordinates of which they have had no knowledge whatsoever.

"The desirability of the enactment of this provision was conceded by your committee in the last Congress when by unanimous vote a provision substantially identical with the Chatfield amendment was added to the measure, H. R. 12215, which was reported to the House on June 10, 1926 (see House Report 1447, Sixty-ninth Congress, 1st Session).

"It may be urged upon your committee that the rule of law and the trend of court decisions have been to relieve employers of responsibility for the illegal acts of their subordinates committed without their knowledge or consent, but it is a fact well known throughout the alcohol-using industries that in the enforcement of the prohibition laws the rule referred to has been honored in the breach quite as often as in the observance.

"During the past six months one of the largest wholesale drug houses in the South has been forced by the Prohibition Bureau to pay a penalty of \$750 for an alleged violation of the Volstead Act by an inexperienced young subordinate. No attempt has ever been made by the Government to prosecute this subordinate, his act complained of was not a violation of the law or regulations, although the Government alleged an illegal intention on his part, and the responsible officers of the corporation had no knowledge whatever of the transaction but had repeatedly instructed this employee and all other employees in the provisions of the law and regulations and had enjoined upon them the strictest observance thereof.

"In a considerable number of cases also reputable retail druggists have been mulcted in substantial penalties by the Prohibition Bureau for acts committed by their subordinates without their knowledge or consent and contrary to repeated injunctions to observe the law at all times."

Alternative Clause Under Consideration

An alternative was suggested by Levi Cooke, representing alcohol producers and warehousemen, who stated that the same purpose would be achieved and interference with the doctrine of master and servant avoided by providing simply that only persons other than permittees should be subjected to the new maximum penalties proposed in the Stalker-Jones bill.

Harold Jones, representing the Department of Justice, expressed the opinion that it would also be acceptable to that department. He explained that the department's object in urging enactment of the bill is to curb the operations of

big bootleggers. It is now under consideration by Senator Steiwer's subcommittee, with which it found more favor apparently than the Chatfield amendment.

"Grain" and "Molasses" on Alcohol Labels

Regulations of the Prohibition Bureau provide that the label "alcohol" is sufficient on shipments of this material but the Bureau has no objection to use of the words "grain alcohol" where the alcohol is distilled wholly from grain. There has been no formal ruling on this matter but in a recent case the Bureau compelled a dealer who was using the words "grain alcohol" on alcohol distilled from molasses to cease from using this designation. The same would apply to the labelling of mixed distillates of molasses and grain but the Bureau will deal with such individual cases as they arise.

Alcohol Storage Rule Amended

Under T. D. 23, issued by J. M. Doran, Commissioner of Internal Revenue, Article 44 of Regulations 3 has been amended by reducing the maximum penal sum of indemnity bond filed in lieu of consent of owner or lien holder required in connection with establishment of bonded warehouses for the storage of alcohol. The second paragraph of Article 44, Regulations 3, now reads as follows:

"Where a bonded warehouse is not included on the premises of an industrial alcohol plant, a consent of the owner of the premises on which such warehouse is located, if other than the person operating such warehouse, or of the holder of any mortgage, judgment, or other lien on said warehouse premises, must be obtained in the same manner as required by article 13 of these regulations in the case of industrial alcohol plants, unless an indemnity bond in lieu of such consent is filed in accordance with the provisions of said article, all provisions of which are hereby made applicable to bonded warehouses, except that the penal sum of an indemnity bond filed in lieu of consent of owner or of the holder of any mortgage, judgment or other lien, in case of establishment of a bonded warehouse by the proprietor of an industrial alcohol plant elsewhere than on the industrial alcohol plant premises shall not exceed \$10,000."

Federal Trade Board Activities

New Questionnaire on Price Maintenance

WASHINGTON, D. C., March 15.—A new questionnaire has been sent out by the Federal Trade Commission in its resale price maintenance inquiry which, instead of probing into manufacturers' costs, profits and other business secrets, is directed to developing opinion on the advantages and disadvantages of price protection as an economic practice. Manufacturers are requested to report whether they are in favor of legislation permitting them to fix by contract the price to be charged to the ultimate consumer. It is understood that the response to the Commission's first questionnaire was slight because of the intimate character of the information desired.

The new form was drawn to embody suggestions made by representatives of leading trade associations who favor pending legislation to legalize resale price maintenance. The questions deal with the economic aspects of price protection and are intended to advise Congress of the opinion of experts as to the effect on business of resale price maintenance.

W. L. Crounse stated that he had gone over the questionnaire very carefully and that it meets the objections of

the American Manufacturers of Toilet Articles to the original questionnaire. He recommended that it should receive immediate attention from all members and that it should be answered in full and returned to the Commission as soon as possible.

Cottonseed Inquiry Report Goes to Congress

The Federal Trade Commission has submitted to Congress a report of its investigation of the cottonseed industry ordered by House resolution last March. The Commission found no evidence of price manipulation on the part of crushers and refiners in violation of the antitrust laws or the Federal Trade Commission Act. The Commission reported that on the whole, prices during the last two years have followed the price of oil and when the freight to the mill and the cost of manufacture are added, the total does not differ materially from the total value of all products extracted from the seed.

An effort on the part of state associations in 1926 to curtail the production of linters by concerted action in reducing the cut at the mills to about sixty pounds per ton for the purpose of enhancing the market value is referred to in the Commission's report as the only evidence of direct cooperation. The report explains that at a joint meeting held in Memphis, in October, 1926, the legality of the plan was questioned and as a result no further action in that direction was taken. According to the Commission, the effect of the action of the mills in some of the states in putting the plan into operation was to reduce the total linter cut for the year by about 200,000 bales.

Low prices paid for cottonseed in 1926 were the cause of many complaints and doubtless formed one of the reasons for the current inquiry, according to the Commission. The extremely low prices are attributed in part to an increase in production. In reporting no evidence of price-fixing, the Commission states that the general lack of a uniform system of grading is the principal cause of dissatisfaction both to the producers of cottonseed and those who purchase it for manufacture into oil and by-products.

"Standards should be established for cottonseed as have been established for cotton and other products so that those dealing in seed may arrive at a fair value, which will necessarily be reflected in the price paid the producer," the commission recommends.

Hair Wash Distributor Quits Practice

Representations made concerning a hair wash to the effect that it restores gray hair to the original color are condemned by the Federal Trade Commission in a stipulation agreement with the distributor of the product, which, the Commission's investigation disclosed, had no virtue in this respect.

Cup Company's Resale Plan Banned

The Public Service Cup Co., of Brooklyn, has been ordered by the Federal Trade Commission to cease and desist from enforcing maintenance of uniform resale prices for its products by contracts, agreements or understandings with its customers or by other cooperative means.

Of Immense Benefit

(E. A. Sport, Toilet Preparations, Cambridge, Mass.)

I do not feel in the least reluctant about renewing my subscription another year to THE AMERICAN PERFUMER, for I feel that I have benefited immensely from the technical, advertising, and general business articles pertaining to perfumery that appear every month.

An \$80 Order from Mr. Pilger

Query: Was There Any Profit In It?

If So, Now Or Hereafter?

by Leroy Fairman

THE other day I met the crackerjack salesman on Fifth avenue. I had not seen him for many months, and we stopped for a little conversation. He seemed in an unusually exuberant mood, from which I inferred that things were going well with him.

"Yes," he said, "I've got no reason to kick. Had a good year in 1927, and so far I'm coming through with bells on for 1928. Just came back from a trip up state, and I raked in a nice bunch of orders."

"One thing that did me a world of good was to get old man Pilger's name on the dotted line. Been after him for four years. Druggists up in Mudgettville, you know. Tough customer; hard boiled as a 20-minute egg. Tried everything I knew on him, time after time, until I'd about given up. The best I could get out of him was a growl and a dirty look. But I landed him, this trip."

"Fine!" said I, "good business. And how much of an order did you get out of old man Pilger, if I may ask?"

"About \$80."

"Not a bad order for a town like Mudgettville," I said. "I haven't been up that way recently, but as I remember it, it's a small and sleepy burg with a fine crop of hay between the rails of the street car line."

"Yes," agreed the crackerjack salesman, "it's a small time place, all right, but business is business, wherever it comes from."

"Quite so," I agreed. "But some business pays and some doesn't. You say you've been calling on old man Pilger for four years. About four times a year, I suppose."

"Yes; on all my regular trips."

"Have you taken the pains to figure out, in dollars and cents, just what that \$80 order from Pilger cost your firm?"

"That ain't the idea," protested the salesman. "It takes time and money to get the first order out of a tough bird like Pilger, but when you make a customer out of him, he's liable to stick, and you'll get his business regular. I don't s'pose there was any profit on that first order."

"I should say not," I replied. "You're a pretty smart man if you can make a call on a dealer, on the average, for less than \$5 expense to your firm. If you've called on Pilger four times a year for four years, it's cost your firm at least \$80 in expense money. And at the end of the four years you get an \$80 order. If you got enough business at that rate you'd bankrupt the Standard Oil Company!"

"Now, look here," protested the crackerjack salesman, "you're trying to kid me. You know as well as I do that the first order is expensive, no matter how you get it. That's what you advertising fellers are always preaching; I've heard you. No matter whether you do business by mail, or by advertising, or by salesman, it always costs a lot of money to get the first order. Suppose, for example, you put an advertisement in the *Ladies' Home Journal*, asking

women to go to the drug store and buy your goods. You'll get a lot of 'em to do it, of course, but their first purchases may not even pay the cost of the ad. It's the repeat business that brings in the profit.

"Another thing you don't want to forget is that big business is made up of small orders. Many a mickle makes a muckle, as the Scotch say. Pilger's \$80 order may sound small, but when you get a multitude of Pilgers, all over this broad land, to hand you an \$80 order per each, you've got a whale of a business. It's the volume that counts."

"Not if it costs you too much to get it," I replied. "Now take Pilger as an example. At the present moment his business on your books represents a heavy loss in real money.

Yet \$80 was a good sized order for a druggist in a town like Mudgettville. When he signed it, no doubt he felt as if he were presenting you with a Packard car. I'm surprised that he gave you an order of that size. Unless I'm mistaken about Mudgettville, \$80 worth of your goods ought to last Pilger for at least six months, maybe longer. I should say that \$150 a year would be good business from Pilger—if you get it."

"The chances are you won't get it. Maybe Pilger came across this time just because he'd quarreled with the house he usually does business with, wanted to teach 'em a lesson, and will presently go back to 'em. However that may be, your competitors are also after Pilger. Other people are just as crazy to do business at a loss as you are. They'll be after him with special deals, free goods, promises of big advertising campaigns, and so on. Very likely Pilger will be lost to you before you even get another order out of him."

"And even if you hold Pilger, undisturbed, for three years, and sell him \$150 worth of goods every year, where do you get off? You'll be so anxious to get his business, and so uncertain as to when he will order again, that you'll go right on calling on him, four times a year. That will cost your firm \$20 a year. Now, figuring that you began with a loss of \$80 cash money, just take a pencil, if you please, and figure out how much money you've made off Pilger in that hypothetical three years' business!"

The crackerjack salesman mopped his brow. "You're the durnedest argufier I ever saw," he exploded. "You get a fellow all tangled up if he don't watch his step. You talk as if Pilger was the only customer I've got. Suppose I don't get all his business, or somebody gets him away from me after a while. What'll I be doin', all that time? If I lose Pilger, I'll have two to take his place. If one of my competitors gets Pilger's business, I'll meantime get one of his customers. These things even themselves up. I've got other customers, all around that section of the country. Some of 'em are big; some little. While I'm nailing the orders from the big ones, the little fellows are right on my



route, and I scoop them in, too. It all helps. The little orders help make up the big total. Taken in bulk, and in the long run, they pay, and pay well."

"You fellows will do anything," I replied, "to avoid taking out a lead pencil and figuring a thing out in dollars and cents. You know as well as I do that there are no big orders to be had in Mudgettville. There is only one town in the whole county that can possibly yield any real business. There are a dozen or fifteen Mudgettvilles. All rolled into one they wouldn't make a fair sized city. Yet I have no doubt that you and dozens of other salesmen in the drug line comb that country regularly, and get all swelled up every time you get a new customer who, like Pilger, isn't worth what he cost."

"To hear you talk," rejoined the salesman hotly, "anybody'd think the small town business of this country wasn't worth having. We couldn't get along without it. Are you aware of the fact that over 50 per cent of the people of these United States live in the small town and rural districts? Do you know anything at all about the wealth of these folks; their earning power, the amount of money they spend per year for such goods as I sell? To say that their business isn't worth having is nonsense. They are good customers, and somebody's going to make and sell the goods they buy. And there isn't any way to get this business except to go after it."

"That sounds good," I admitted, "but nevertheless what is true of the individual is true of the mass. If it isn't profitable to get the trade of one Pilger, please tell me how and why it is profitable to get the trade of ten thousand Pilgers. And where would their business go, and who would get it, if you and all the other fellows never went near them?"

"They'd order from their jobbers, of course," replied the salesman.

"Good idea," I said; "why not let 'em?"

Collecting Small Orders

My salesman friend's immediate necessity of leaving in order to keep an appointment in Passaic prevented him from answering this question and a number of others which I should have liked to ask him. The fact that he and I so seldom agree makes our occasional meetings all the more interesting. He is a crackerjack salesman, indeed, but I fear he is better at selling than he is at thinking things out.

There are hundreds of salesmen, I am convinced, who are running frantically around the country collecting small orders which are not profitable to their employers. The question is an important one, and perplexing.

It is vitally important, if he realizes it, to the maker of a new product. Especially if he produces only one article. When he begins business, his overhead is small, his investment small, all his expenses small. He wants business badly; he wants to get a start, and making money is not of immediate pressing interest. It is convenient for him to cover the small towns in his own vicinity, and easier for him to get business than in the big cities. He is in a sense the neighbor of the dealers who give him his first orders; if the goods sell well, he is likely to hold their business, so that in the long run it does prove profitable. From this start, he is likely to go on developing small town business. When he consolidates a territory of rural and small town sections, he is in position to tackle the big cities which they surround. After a while he succeeds in building up a nice business; he begins to make money, and is satisfied.

He goes on growing, and as long as he finds himself well ahead of the game on the last day of each year, he never actually figures out just what class of business is making his profits for him, or whether there is any class of business which is not profitable.

If from his one article, he gradually accumulates a family of products, he is still less likely ever to stop to figure whether the Pilger business is worth having, and he winds up, as so many do, in continually going after business which he conducts at a loss, and carrying several items in his line which are also unprofitable. But he is making money and comfortably assumes that all is well.

It is not true, of course, that small town business is necessarily unprofitable, not that there is no way to go after it on a profitable basis. The fact is that some manufacturers can, and some can't. Each manufacturer has to figure the thing out for himself.

The Small Order's Cost

The way to go about settling this question right is to ascertain, without doubt or question, just what it costs you to call on a dealer. First on an average; then as to cities of various sizes and small towns and rural villages. Then ascertain what the average order is from these various classes of trade. When you know what your orders cost, what their amount is, and what the profit is, you will be able easily to figure out what class of business pays and what doesn't. And if you find that towns of less than 5,000 population, or less than 2,500 population, have never paid you, it's a pretty safe bet that they never will. And if they never will, why not pass them up, and be done with it?

We are a hopeful people; too optimistic, by far. If we have a sneaking fear that a certain business procedure isn't paying, we are afraid to sit down and figure the thing out, afraid of what the figures will tell us. And if we are firmly convinced that the trade of the Pilgers is unprofitable, we still keep going after it. We don't want to see our competitors get it, and we nurse an unfounded and unreasonable hope that somehow, some way, the matter will so work itself out that we'll be able to make a profit where there isn't any. It's bad business.

The manufacturers who are going out after the small town business, and making money out of it, have systematized the work, and know precisely what they are about. It is a big job. It takes a big and carefully organized sales force to do it. It takes careful planning, endless figuring, precise adjustments of strategy, routing, merchandising, advertising. It requires accurate knowledge, beforehand, of just what results are obtainable from a given field, adjustment of expenses incurred to sales possibilities, and the kind of salesmanship that will translate those possibilities into actualities.

One of the most valuable services the jobber renders is his frequent and intensive coverage of the small town field. He can call on all the Pilgers and make a profit doing it, because he sells so many types and brands of merchandise.

The ambitious manufacturer naturally feels that he can get much more business out of a small town territory if he covers it with his own men. So he can; no jobber is going to make the energetic and persistent effort to sell one brand of goods that the owner's own salesmen will make. But it is far better to get some business and make some money than it is to get more business and lose money. Nobody is likely to dispute that.

Exchange of Functional Molecular Groups

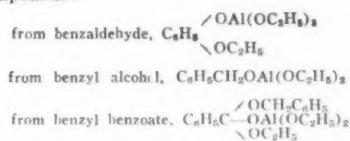
*Abstract of an Article by Dr. Albert Verley
Explaining This Reaction—Prepared
by Dr. Paul G. I. Lauffer

In two earlier papers by the author (*Bull. Soc. Chim.* 37:537 and 871, 1925) it was shown that aldehydes and ketones can be transformed into the corresponding alcohol by an exchange of functional groups with primary and secondary alcohols, respectively. To explain this phenomenon, it was assumed that in the metallic alcoholates of aldehydes and ketones, which were designated as hemiacetals, the OMe group had a particular mobility which permitted it to exchange places with an atom of hydrogen, in case the respective positions of OMe and H were equivalent. OMe is used to represent a group of the type ONa, OMgOR, or OAl(OR)₂.

In the present paper this shift of the metallic group is used to explain actions of the above and related types, and certain reactions are discussed which are of great value in the preparation of perfume chemicals, and some of which have not been published previously, although they have been in use for some time in the author's factories.

Formation and Rearrangement of Metallic Half-Acetals of Aldehydes and Ketones

When a solution of aluminum ethylate in absolute alcohol is treated with benzaldehyde, and the alcohol evaporated off, a vitreous product remains, which after grinding and washing with petroleum ether leaves a shiny white powder. This is dissolved in 10% sulfuric acid, giving a clear solution surmounted by an oily layer, from which sodium bisulfite extracts a small amount of benzaldehyde. The remainder consists of benzyl alcohol, benzyl benzoate and ethyl benzoate. The white powder appears to consist of the following compounds:



Heptylic, nonylic, methyl nonyl acetic, duodecyclic, phenylacetic, anisic, and cinnamic aldehydes and citral and citronell all form similar addition products with aluminum ethylate, and these hemiacetals undergo similar rearrangement on treatment with sulfuric acid, giving varying yields of the corresponding alcohol. The formation of hemiacetals is an exothermic reaction. In dilute solution the hemiacetals appear to dissociate to a great extent, as they have odors of the same intensity as the free aldehydes in the same strength solution.

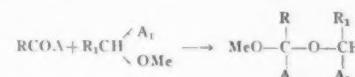
Hemiacetals of the following ketones were also made: hexyl methyl ketone, butyrone, methyl nonyl ketone, acetophenone, benzylidene-acetone, methyl heptenone, ionone, cyclohexanone, camphor, pulegone, and menthone, in yields varying from 40% to 80%. The time necessary for the reaction was sometimes as much as several weeks. These hemiacetals are addition products, and the positions of H

and OMe are not equivalent here, so that no exchange of groups takes place, and dilute sulfuric acid regenerates the original ketone. To bring about an exchange of groups it is necessary to treat the ketone with the aluminum compound of a secondary alcohol.

Esters also combine with metallic alcoholates, and this no doubt explains the gelatinization of the system during the reduction of esters with sodium (e.g., the reduction of butyl cinnamate in butyl alcohol).

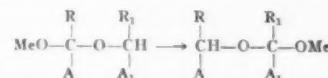
Since a very small amount of alcoholate can transform a large amount of aldehyde or ketone, the alcoholate would appear to play the part of a catalyst, but several intermediate compounds are involved, rather than a single one, so the process is regarded as a catalytic cycle.

Using A to represent either hydrogen or an alkyl group, and OMe as explained above, the first step of the reaction is:

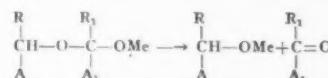


Now the OMe group is mobile, and can exchange places with an atom of hydrogen, provided the molecule thereby formed is similar in nature to the original one. This is true if both A and A_t represent hydrogen (i.e., if we have an aldehyde and a primary alcohol), or if both A and A_t represent alkyl radicals (ketone and secondary alcohol). But if A is hydrogen and A_t is a radical, or vice versa (aldehyde and secondary alcohol, or ketone and primary alcohol), the groupings are not equivalent and no exchange occurs.

This second phase of the reaction may be formulated:



In the third phase, this unstable hemiacetal decomposes:



In the fourth and final phase, the alcoholate being dissolved in large excess of the alcohol R₁CHA_tOH, the metal partitions itself between the two alcohols in proportion to the molecular masses present, and the free alcohol RCHA_tOH is formed.

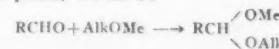
* * *

Reaction of Claisen-Titschenko

Catalyzed by an alcoholate of sodium, magnesium or aluminum, two molecules of aldehyde condense:



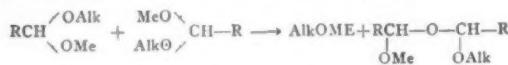
In the first phase, we have:



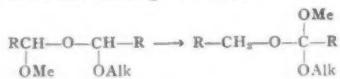
Here the Alk radical can be primary, secondary or tertiary.

* *Bulletin de la Soc. Chim. de France XLII, 788.*

In the next phase, two molecules of halfacetals condense, with the elimination of one molecule of alcoholate:



Next we have the shifting of OMe:



forming a product corresponding to the addition product of an ester and an alcoholate.

In the fourth stage:

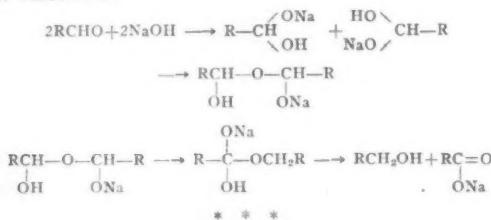


and the alcoholate set free can react with more aldehyde.

* * *

Cannizzaro Reaction

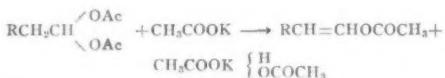
Here we have a hydroxide in place of an alcoholate, and the reaction is:



Aldolization

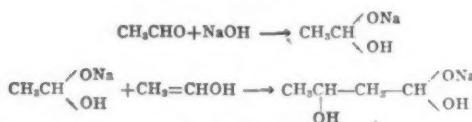
This reaction consists of the condensation of two molecules of aldehydes containing—CHO attached to primary or secondary alkyl groups. All such aldehydes can be enolized, the acetates of their enolic forms being obtained by boiling the aldehyde with acetic anhydride and potassium acetate. Even citronellal, which at first appeared to be an exception, enolizes, but in such a way as to form isopulegol, a compound containing a six-carbon ring.

The formation of these enol-acetates probably involves the giving up of one molecule of acetic acid from the aldehyde diacetate to potassium acetate, forming potassium biaacetate, which is stable at 200°, and in which the potassium is probably trivalent:

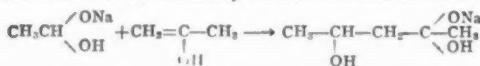


Aldenol acetates are relatively stable bodies, not hydrolyzing in cold water, as ketenol acetates do. The free aldehydes have not yet been isolated.

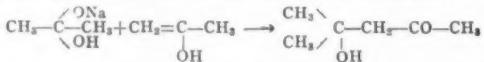
Aldolization probably involves enolization:



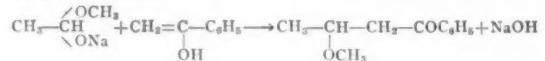
The condensation of aldehydes with ketones is identical:



Also the condensation of two molecules of ketones:



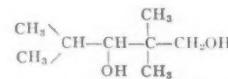
Dufraisse and Demontvignier (*Bull. Soc. Chim.* 41:12, 1927) have formed an ether of a ketone-alcohol by condensing acetaldehyde with acetophenone, in methyl alcohol solution, with sodium:



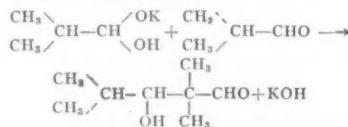
which fits in with the theory.

Grignard and his collaborators have shown that the mixed alcoholates of magnesium are also capable of producing aldolization.

The formation of Fossek's glycol is another reaction which can be explained on the basis of this theory. This glycol,



is formed by the action of alcoholic potash on isobutyric aldehyde. It can be formulated:



This aldehyde which is formed contains a —CHO group joined to a tertiary carbon atom, so can undergo the Cannizzaro reaction. Or it can react with the ethyl alcohol present, forming the corresponding alcohol and acetaldehyde. If the condensing agent is aqueous potash, the former reaction occurs, and equivalent amounts of the glycol and the corresponding acid are formed, but if alcoholic potash is used, only the glycol is formed.

* * *

Preparation of Esters by Exchange of Groups

Esters form addition products with metallic alcoholates, of the type $\text{RC}-\text{OMe}$, and if R₁ and R₂ are equivalent groups, XOR_2 , the compound can break up in either of two ways, to give either RCOOR_1 or RCOOR_2 .

This reaction can be used to prepare esters difficult to form by ordinary means. An example is geranyl anthranilate: One mol of methyl anthranilate was heated with one mol of geraniol at 100 to 120° with 1/20 mol. sodium, aluminum ethylate, or magnesium ethylate. Methyl alcohol was slowly given off, and the residue, washed with 10% sulfuric acid and distilled, gave geranyl anthranilate, boiling at 188° under four mm., slightly fluorescent, and of a fine and persistent orange blossom odor. The reaction is applicable whenever it is necessary to replace a primary alcohol with a primary or secondary alcohol of higher boiling point, but not where a tertiary alcohol is to be introduced.

* * *

Preparation of Tertiary Esters

Many esters of tertiary alcohols may be prepared by a double decomposition of some other easily obtained ester of

(Continued on Page 12)

Vanilla as a Raw Material

by W. A. Poucher, London

Author of

"Perfumes, Cosmetics and Soaps"

VANILLA beans are an important raw material for fine perfumery. The synthesis of vanillin and later of ethyl protocatechuic aldehyde have probably diminished the demand for the natural raw material, but will never completely replace it. The synthetics find a much wider application as flavoring agents and in all probability the bulk of that produced finds its way to the chocolate manufacturers.

Vanilla beans were first used as a flavor and to some extent as a medicine. It is believed that the Aztecs used vanilla as a flavor with chocolate from very early times, because when the Spaniards discovered America they found it in use and much appreciated there, but when they returned to Europe at the end of the 15th century it is doubtful whether they brought back specimens with them since Morren states it was first brought to Europe early in the 16th century. Morgan, apothecary to Queen Elizabeth, is, however, credited with having received a specimen in 1602. Vanilla was described by Hernandez in his *Thesaurus* in 1651 under the name *Araco Aromatico*. A certain amount of information concerning the plant was evidently available towards the end of the 16th century for Pomet¹ states the pods or cobs are about half a foot long, of the thickness of a child's finger and hang upon a plant twelve or fifteen feet high that climbs like a creeper. The pods are first green, yellowish afterwards, and grow browner according as they ripen. When they are ripe the people of Mexico, those of Guatemala and San Domingo, gather them and hang them up at one end in the shade to dry; and when they are dry enough to keep, they rub them with oil to hinder them from drying too much and prevent their breaking. Pomet further goes on to say that the Spaniards bring this rich commodity from the great lords of Mexico and name it *vanilla*² which signifies a sheath.

Vanilla was at this time much used in France not only for flavoring chocolates but also for perfuming snuff. The plant was first brought to England by the Marquis of Blandford and it flowered and fruited in 1807.³ Morren, the director of the Botanical Gardens of Liege, was able to produce vanilla in quantity and was the first to artificially fecundate the flower in 1837.⁴

The reputed medicinal value of vanilla is referred to by Lindley⁵ who, quoting Swartz, states that a decoction is esteemed by the negroes as an excellent remedy for syphilis. The expressed juice is also used in cases of recent wounds, whence the French in San Domingo call it *Laine a blessure*.

The valuable properties of vanilla were soon appreciated and in consequence the cultivation of the plant was introduced into Reunion by Perrottet in 1839; into Java by Teysmann in 1846; and into Mauritius in 1856. Shortly afterwards it was cultivated in Fiji, Zanzibar and Tahiti.

There are about 50 species of vanilla which produce commercial vanilla beans. The best variety consists of the

prepared unripe fruits of *Vanilla planifolia* Andrews, which is grown mainly in Mexico, Reunion and Madagascar. Some of this species is also cultivated in Guadeloupe together with *V. pompona* Schiede known in commerce as vanillan. *V. Aromatica* is produced in Brazil and Peru; *V. palmarum* in Bahia; *V. guyanensis* in Surinam and Guiana and *V. angusta* in Tahiti. The plants are orchids. As climbers they naturally require support during growth and in Madagascar the following trees are preferred: *Iatrophia Curcas*, the Barbados purging nut tree; *Casuarina Equisetifolia*, the ironwood tree. These trees provide excellent shade.

The first two species of vanilla mentioned above are generally considered the most important for they are vigorous climbing plants having succulent green stems. The twining aerial roots are white in color and emanate opposite the leaves. In the former species the leaves and flowers are smaller and less fleshy but the fruit is longer and more slender. Propagation of the plant is effected at the end of the dry season by the transplantation of cuttings about a metre in length and containing numerous nodes. About one third of each cutting is embedded to a depth of a few inches in the soil at the foot of each supporting tree. Old banana stalks are used as fertilizer and the vine is not allowed to grow too high so that pollination and collection of the fruits is made easy. Such plantations last about eight years and bear four or five good crops before replanting is necessary.

Vanilla planifolia yields only one crop of flowers annually and generally during September, October and November, whereas *V. pompona* flowers twice a year in August and September and again in January and February. A healthy plant produces 3,000 or 4,000 flowers in bunches of up to twenty, but it is not usual to fertilize more than about half of them if beans of first quality are required. In the event of too great fertilization the smaller beans are removed before complete development.

Vanilla flowers bear both male and female organs, but the pistil and stamens are separated by the thin membranous film of the labellum. Natural fertilization is unusual but has been reported from Mexico, the pollen having been transferred by small bees or small humming birds. In general artificial fertilization is carried out by natives who employ a fine needle or small piece of wood for the purpose. They merely lacerate the labellum beneath the anther and so allow the pollen grains to fall on the pistil. With a little experience each operator can fertilize up to 1,000 flowers in a morning. In 90 per cent of cases the operation

¹ *History of Drugs*, 1694.

² *Viana* is the Spanish for a pod or capsule.

³ See Ridley's *Spices*, 1912.

⁴ Neumann of Paris is credited with having done this in 1830; see *Pharmacographia*, 1879, 657.

⁵ *Flora Medica*, 1838.



is successful and the fruit begins to develop. It takes approximately seven months to grow sufficiently for picking. This is indicated when the ends of the beans begin to turn yellow and are still unripe. The point of development at which the harvest is gathered is of the utmost importance since when the beans are too ripe they spoil on curing, whereas if they are too green they subsequently become woody.

When the fruits are gathered they are devoid of odor, but this is developed during the curing process and is due to fermentation. It is this stage in the preparation of vanilla that is most important. The centre of the Mexican industry is Papantla and some years ago Pedro Tremari was the leading producer of the finest beans. It was generally believed that he grew practically all the beans he sold on his own estate. It is now known that he bought the greater part of his output in the green condition from the best of the crops and only cured them himself. Nowadays if the planter is not able to cure the beans himself he obtains the services of an expert who visits the different districts. This *modus operandi* is not confined to Mexico because it is stated that even in Madagascar much of the curing is done by specialists who come from Bourbon and in the case of the smaller planters undertake the work on the basis of a percentage on the price of the finished vanilla.

In the French Colonies of the Indian Ocean the curing of vanilla is carried out as follows:—

The beans are first roughly sorted into three grades, longs, shorts and brokens. They are then immersed in hot water at a temperature of about 63° C. for 3 minutes. It is only recently that this lower temperature has been generally adopted, since boiling water gives a lower yield of poorer beans. According to Chalet* 2.8 kilos of green beans yield one kilogram of cured pods. The beans are drained and at once packed in containers lined with wool where they undergo the sweating process for 24 hours. They are then placed on trays and covered with cloths while exposed to the sun for six hours daily for from 5 to 7 days. The most difficult stage is the last one which takes 5 to 6 weeks. The beans are air dried on large trays in special sheds and have to be examined daily by an expert. When sufficiently hard and wrinkled they are tied in bunches and packed for export in 20 pound tins, three of which make a case.

The curing of some South American vanilla is carried out in Guadeloupe by the hot water method, but according to Smeltzer the best beans (and vanillons also) are sun cured. They are first "needled." This is done by making four scratches on the outer surface of the green bean from end to end, deep enough to break through the skin, in order to permit the moisture to escape, when the sweating process takes place. This enables the bean to be cured uniformly within as well as without, and at the same time prevents excessive splitting of the beans while being treated in the sun prior to sweating. Cement terraces are used for the sweating process. About 10 o'clock in the morning these terraces become very hot and large woollen blankets are spread thereon holding about 25 kilos of the green beans. After about 4 hours heating on the cement platforms they are wrapped up in the blankets and the lower layers now exposed to the sun's heat for one hour. They are then transferred to the sweating boxes, holding 500 kilos of green beans and are allowed to sweat there for 2 days. The wet blankets are dried and the beans again taken out

on the dry blankets to the cement terraces. When properly heated they are again sweated for one day. These processes are repeated eight or ten times and the beans are finally dried by air in the drying rooms, subsequently being graded and loosely packed into tins for export. Mexican vanilla is sun cured in much the same manner as the above.

Vanilla beans assume a dark coffee brown color during the curing process and are generally "oiled" to preserve them (castor or olive oils). They average about 6 inches in length and are filled with minute, black, shining seeds which adhere to each other owing to the glutinous balsam with which they are coated. A whitish bloom develops on their surface and consists of crystals of vanillin. This aldehyde occurs to the extent of about two per cent together with anisic aldehyde and free anisic acid and alcohol. While these substances and especially vanillin represent the typical odor of vanilla there is a considerable part of the constituents of the bouquet which has so far defied analysis. There is no doubt that ethyl protocatechuic aldehyde, produced synthetically has an odor much more akin to that of vanilla than any other known substance.

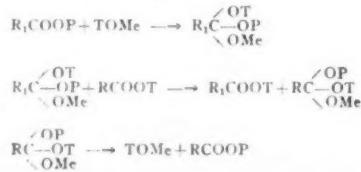
Vanilla is prepared for use very largely as an alcoholic tincture and as such it finds a wide application as a flavor (tobacco also) and is of course an important article for very fine perfumes. Recently some of the Grasse manufacturers have prepared the absolute of vanilla in both colored and uncolored forms. Several samples examined by the author reproduce exactly the true vanilla odor which is evidently not impaired by this process. The absolutes are very convenient form in which to use this substance.

All perfumers know the unique value of vanilla and especially in face powder perfumes where it blends successfully with almost any flower odor or bouquet.

Exchange of Functional Groups

(Continued from Page 10)

the alcohol, and a primary alcohol ester of the desired acid, the action being catalyzed with the alcoholate of the tertiary alcohol concerned. Designating the tertiary and the primary alcohol as TOH and POH, respectively, we have:



The reaction goes to completion if RCOOP can be eliminated as formed. In practice, the formate of the tertiary alcohol is first made by treating the alcohol for several days with cold aceto-formic anhydride. Then one mol of this formate is heated with one mol of the methyl ester of the acid to be introduced, 1/20 mol. of the free tertiary alcohol, and 1/20 mol. of sodium, at 100 to 120°. Methyl formate slowly comes off, and its removal can be hastened by applying vacuum. The reaction is generally complete in three to four hours. The same method can be applied to the formation of the esters of phenols.

The reactions described in this article can be used for the preparation of a multitude of compounds, valuable in perfumery, which it is difficult or impossible to prepare by other methods.

* *Parfumerie Moderne*, 1923, 63 and 83.

The Practical Side of Packaging

Continuation of the Article on Methods and Machines

by F. C. Chase

E. R. Squibb & Sons

WHERE the average daily output exceeds six or seven thousand packages, it pays to use automatics for cartoning, provided the finished package is so put out. There is such a wide variety of types in cartons and their assembly we can only give consideration to the general principles involved.

Assume we have an article such as a bottle or tooth brush which is put out in a carton of the folding box type. It is possible to use a machine which opens up the folding box, wraps around the article protective and advertising matter and insert the whole affair. It will also glue or tuck the ends as preferred, and stamp a date on it as well. The machine speeds range from 40 to 100 per minute depending on the simplicity of the assembly and the shape of container and carton. The average speed probably is around 50 to 60 per minute. Spoilage should not exceed one quarter of one per cent. It should be taken into anticipated costs since it exists even with the best machines in the hands of the most capable mechanics.

These automatics are almost universally "single purpose" machines. That is, they are designed and made to take care of one assembly. Adjustable machines have been built, but the adjustments are so critical that no great success has been reached along this line. Unless the production is one size or one particular assembly is great enough to justify the expenditure of four or five thousand dollars for an automatic, it is usually better to carton by hand. Sometimes several assemblies can be so designed as to require only minor adjustments on a machine by virtue of their similarity. If this can be done without affecting the merchandising features of the package it is well to do so since it is practical to handle more than one assembly if the differences are minor ones.

Protective matter such as corrugated chip board can be inserted with success either around the container or at top and bottom or a combination of the two.

Advertising matter, either in booklet form or as a folder, can be handled. In some cases it is preferred to have the printing matter wrapped around the article and in some cases folded over it so that it is impossible to open up the top end of the carton without first pulling out the advertising matter. Either method can be handled automatically.

The kind of paper used is very important if it is to be used on an automatic which not only inserts the advertising matter but also folds it first. Generally speaking a fairly light weight paper, without too much calender works best. It is best to consult the prospective builder of the machine as to the paper you prefer to use for the printing or lithographing angle. He will tell you if it is practical to handle by machine and if not what the nearest approach to it may be. In general, the insertion of advertising matter slows down the practical maximum speed of the machine. It appears to be very common practice to include little short of a library in every cartoned package. To what extent it has

value remains an unsolved mystery. It appears to be chiefly a "follow the leader" proposition. Some energetic sales manager could conduct some very interesting research by splitting up his distribution, part without and part with booklets and watch his statistics. However, we must not try to cover too much territory by discussing sales and advertising.

The matter of carton design is probably one of the least studied angles of package engineering. Very often the Sales Department will recommend a design which could be advantageously changed so far as automatic handling without affecting its advertising or sales value. By all means study the carton both from the sales and manufacturing angles. It pays. The cost per thousand can be cut ten or fifteen cents on an average size and quality simply by a careful study of the proper dimensions.

Whether or not you prefer a glue-end or a tuck end carton makes little difference in costs. It is chiefly a matter of preference. A glue-end carton of the type where the flaps do not overlap is unquestionably cheaper. It does not look as well as an overlap flap, but for some articles it does just as well. For high class specialties a tucked end carton is generally preferred.

Folding boxes are the most popular type of carton. In spite of the millions used on big production, there is still much loss of efficiency due to carelessness in holding to uniform dimensions. There is nothing more important to the successful operation of automatics than uniform center to center score line dimensions and proper die-cutting of the flaps. Once these are established by the machine builder, give them to your carton vendor and reject any shipment that fails to meet the dimensions within reasonable tolerances which I believe to be $1/32"$ below or above. The larger manufacturers of cartons have learned the importance of this fact and are now giving very good service in this respect. The best plan is to order from blueprint. Ordering from sample leads to slight variations from time to time which may result in an eventual differences from the original so great as to cause trouble on the machine.

We have so far discussed some typical packaging machinery and have pointed out what might perhaps be taken into consideration before ordering equipment. However, the best laid plans of mice and men may sometimes go wrong, as the saying goes. In the realm of package engineering, these plans go awry most often because of unsatisfactory container control. Assuming we have purchased equipment ideally suited to our needs, made by reliable machinery builders who by virtue of previous installations have justified to a certain extent our selection, we sometimes find ourselves in all kinds of trouble so far as output is concerned. We find that instead of getting 85 or 90% of machine speed during a day's run we are getting only 60% and a material spoilage which eats up all the labor saved.



Our first reaction is to send telegrams frantically to the machinery builders calling for their service engineers, and to make frenzied attempts at adjustments and perhaps finally shut down to await the coming of the engineers and mechanics who represent the builders of this new machinery, which we in our apparent unjustified enthusiasm bought at considerable expense and after weeks of careful pondering over its merits and labor saving potentialities, now find more troublesome than even the most violent opposition had pictured.

The author has passed through this experience on more than one occasion and earlier in the game was inclined to believe all machinery builders and their salesmen personifications of falsehood, and in their equipment the quintessence of futility so far as efficient operation was concerned.

Partly through experience, partly through whatever degree of sanity remained and not in a small measure to one or two friends among the machinery manufacturers, it finally dawned on the author that one reason for temporary failure was tied up with ignorance of the effect of container design on the operation of packaging automatics.

When this was first suggested the inclination was to remark that if one must have micrometered containers, automatics should be used only by those who had little else to do than battle with vendors of container material, and many were the discussions (by way of using a mild term) with the machinery builders. Finally when impetuous youth gave way to a more reasoning maturity we found that the contentions were not only just, but that the specifications insisted on by the machinery manufacturers were quite within reason and possible of attainment by the container manufacturers as soon as they were written up so as to be included in the "essence" of the contract.

By more full cooperation with the Purchasing Agent (capitalized by reason of a fair amount of deference), it was possible to get material meeting such specifications as to vindicate the contentions of automatic packaging machinery manufacturers, and at the same time put the machines on their feet, figuratively and literally speaking, with the result that anticipated efficiencies were realized and labor savings accordingly accomplished.

For those who may be experiencing the same heartrending disappointments and to those who would avoid them, the author ventures to put in print some of his mistakes and what was done to remedy them, and in addition to state what, in his opinion, constitute reasonable fundamental specifications for container material from filling to the final assembly of the finished package. Naturally we can only generalize on account of the variety of container design involved. By containers we refer chiefly to bottle, cap, label, carton, wrapper, carrier and shipping carton.

Filling

One of the earliest experiences which tended to blacken the author's reputation resulted from an expectancy that vacuum liquid filling machines would make good compression and give accurate filling with bottle heights varying an eighth of an inch. To be sure different lots with such variance could be handled by simple adjustment, but where such variance took place in one lot during a day's run partially filled bottles came along in quantities to disgust one and to make very nearly life long enemies of bottle manufacturers. However, after diplomatic chats with the Purchasing Agent sources were obtained at no increase in gross price which would give variations of one-sixteenth

inch maximum which fell readily within the possibilities of compression on vacuum filling machines and thus eliminated forever inaccuracy of filling.

Capping

Capping with automatics involved many more difficulties: and here are some of them. In the first place cap manufacturers specify quite reasonable "tolerances" on thread pitch and lug dimensions. Bottle manufacturers have appeared at times reluctant to receive dictation from cap manufacturers, but the wiser among them have learned to be tolerant with "tolerances," with the result that bottle finishes so far as thread and lug dimensions and diameters and heights are concerned, can be made and are being supplied within limits that do not put unreasonable burdens on automatic cappers.

It is quite in order, then, to call in bottle salesman, cap salesman and capper representative and ask that they agree on specifications and after agreement to state that shipments of bottles, caps and machinery will be returnable, freight collect, if not complied with. This is not being "hard-boiled," it is just being fair and reasonable to your own house and to the container and machinery vendors. The author has, after several years among them, found them to be a very reasonable group of men, quite like you and himself. It is chiefly a matter of mutual understanding backed up by a business-like insistence.

In passing, no matter how carefully designed may be the bottle finish, caps and machinery, don't fail to study cap liners. This is a matter of chemistry. Don't try to hold, for instance, a benzene cleaning fluid with a paraffin liner, nor a non-aqueous fluid with a liner that dries out and shrinks. No set of rules can be given for liners, but it is suggested that the cap liner be given very special consideration. The larger manufacturers of caps and liners employ chemists who will be glad to experiment with your product so far as liner specifications are concerned not only as to type of cap liner but also as to cap thickness, which is of equal importance.

Labeling

Offhand it doesn't seem as though much could be said of specifications so far as labelling is concerned. Yet on second thought we have container thickness, paper weight, paper finish and adhesive.

Good containers will not give much trouble so far as variation in thickness is concerned. Furthermore most labelers will take care of reasonable variations by means of spring tensions. It is well, however, to check up on this angle and insist on a maximum variation for glass of one-sixteenth of an inch.

Tin containers will run as a rule within even narrower limits and give less trouble on this account. The trouble with too great variation is that the labels are not wiped down with equal tension and may go on crooked or with edges not all the way adhering and require an additional operator to straighten and wipe down the edges by hand.

Paper weight can be determined only experimentally so far as obtaining the best results as to appearance, quality of labeling, spoilage and delay are concerned. It is safe to say, however, that on bottles, jars and cans where side gum or center gum-automatics and full automatics are used, paper from 40 to 50 lbs. works the best.

Paper finish is another item to be carefully considered. A highly calendered paper looks the best. Also, it is the worst, from a production standpoint. It is stiff, tends to curl and does not wipe down as readily. It can be used, however, with fair success.

A very important point to remember, particularly with calendered paper, is that the "grain" of the paper should always run the same way. Whether it should run up and down or across depends upon the type of labeler. However, once this has been established insist that it be followed.

A "soft finish" paper usually works better than a calendered paper. A varnished label is no end of trouble. Embossed paper is a nightmare for automatics. Die-cut labels are all right if of reasonable shape and of calendered or soft finish. Metal labels should be left for application by human fingers.

The kind of adhesive to be used is something that nobody can forecast. Vegetable glues appear to be generally preferable. Adhesives are so important that concerns specializing in them send their men out to make special studies of a labeling job. Very often they will find it necessary to ask that you try several formulas. Don't misjudge them. No matter how long in the business, it is not once in ten times that an adhesive salesman, no matter what his experience, cannot serve you better by suggesting that you try out several formulas before placing an order. Shape of container and type of label may in combination require a special adhesive if the automatic is to function with maximum efficiency.

After the salesman has worked out with you the best formula, you have only started and your troubles may not yet be over. How about consistency or dilution; and what about weather conditions? First, a very definite water content is desirable, and in the second place on dry days the adhesive even after proper dilution will evaporate somewhat in the glue pot. On damp days, no evaporation may take place. It is, therefore, necessary that the operator become well acquainted with the proper consistency and if the weather warrants it, dilute it as it lays in the machine by adding small quantities of water. So far, there appears to be no practical scientific control for adhesive consistency. A good automatic labeller operator will "get onto" the proper tackiness and maintain it regardless of the humidity of the room.

(To be Continued)

Roger & Gallet Loses Appeal Against Wanamaker

The United States Circuit Court of Appeals has affirmed the decision of the United States District Court in the matter of the trade mark suits brought by Roger & Gallet against M. C. M. Co., Inc., John Wanamaker, New York and John Wanamaker, Philadelphia. The litigation arose out of the use of the word "Amour" in connection with other designations on perfumes, Roger & Gallet claiming that their marks "Bouquet des Amours" and "Fleurs d'Amour" were infringed by the defendants' marks "Charme d'Amour" and "Caresse d'Amour." The District Court held that the plaintiff had no exclusive right to the word "Amour." In upholding this decision the Circuit Court of Appeals held that "a decree for the plaintiff (Roger & Gallet) would have to rest upon the unproved assumption that the plaintiff was in fact suffering any perceptible loss of trade because of customers' mistakes" in confusing the marks and hence upheld the decision of the lower court.

Meets Their Requirements

(W. A. Stone, Stone & Co., Toilet Preparations, Dallas, Tex.)

We are very glad to avail ourselves of the opportunity of stating that your AMERICAN PERFUMER meets our stringent requirements.

Perfumes for Men (Special Correspondence)

LONDON, March 10.—In England men are inclined to eschew the use of perfume, but the Manchester *Commercial* recently published an article, which, as it deals with American usages, may or may not be known on your side of the water. The article says:

"Powder puffs and perfume bottles are now, I believe, an essential part of every woman's handbag; according to a Spanish gentleman who is at present in America they ought also to be regarded as essential equipment for the business man. 'American business men,' he says, 'are shy of using perfume because they think it incompatible with virility, but this is distinctly a modern idea. The ancients never thought of it and Napoleon's generals carried bottles of scented in their kitbags.'

"Perhaps, however, that was because a hundred years ago other smells were much commoner than they are in these days. Perfume, according to this authority, is one of the art expressions of civilization, and he informs us that the Egyptians used to hold theatrical performances in which blended perfumes took the place of music and dancing. Strong perfumes are like the 'forte' passages of great opera, while light essences may be as delicate as a phrase in Debussy.

"Thus believing, he has gone to America to induce the American horticulturalists to grow scent flowers and to convert American men into scent users, and in the course of his trip is to visit Hollywood to experiment with perfume accompaniments to pictures. It seems like a Don Quixote campaign, but after all there is the strong flavor of the barber's shop to remind us that not only women can find enjoyment in perfumes. I accept all he says about their virtues, especially the analogy with great opera, for strong perfumes, I find, drown both sounds and sights. I once had an Italian client who favored a heavy Eastern scent, and I used to dread his visits for days before he came, and for days after he had left other visitors to my office used to eye me with suspicion. I am glad to say that few of the people I meet find perfume a satisfactory medium for expressing their individuality."

Asylum Inmates Aided by Beauty Treatments

Beauty parlors are playing a part in the rehabilitation of women in Illinois State institutions for the mentally defective, according to Dr. Alex S. Hershfield, state alienist. Virtually every institution in the state where women are confined has a completely equipped beauty parlor, in charge of specialists. The inmates may take treatments as they desire, or learn the business, and many have become skillful operators. The opportunity to indulge their vanity has proven a helpful means in improving the condition of the women, Dr. Hershfield said.

The Horse and the Oyster

A very prancy horse, discovering an oyster on the seashore, thought to show off a little and make the oyster envious.

After he had done some surprising leaps and curvetings, he went up to the oyster and, with a toss of his head, said: "There! What do you think of that?"

"You must excuse me," answered the bivalve, "but I have been blind from birth, and missed the whole show."—Henry Wallace Phillips in *Silent Partner*.



Official Report of Flavoring Extract Manufacturers' Association

Subsequent to the publication of our February report of the transactions of the Flavoring Extract Manufacturers' Association of the United States the activities of the organization have continued with unabated progress under the guidance of D. T. Gunning, the president; Thomas J. Hickey, general counsel and executive secretary, and the other officers and members of the several standing and special committees. Much of the work was of a routine character and included sending out circulars regarding the recovery of tax-paid alcohol and a ruling regarding iodine.

Preparations for the nineteenth annual convention to be held at the Statler Hotel, Buffalo, N. Y., May 23 to 25, are progressing satisfactorily and members should reserve these dates for attendance, as the meeting promises to be of more than usual interest. A further notice of the plans will appear in our April report.

Ruling on Recovery of Tax-Paid Alcohol

Thomas J. Hickey has sent to the members of the Flavoring Extract Manufacturers' Association and the National Manufacturers of Soda Water Flavors copies of the following official ruling received by the Chicago Prohibition Administrator from James J. Britt, Acting Deputy Commissioner of Prohibition, Washington, D. C.:

"Receipt is acknowledged of your letter of January 19, 1928, relative to the recovery of tax-paid alcohol by manufacturers of flavoring extracts.

"In reply, you are informed that where a manufacturer of flavoring extracts desires to use a still for recovery of tax-paid alcohol from the dregs or marc of percolation and use the recovered alcohol in the manufacture of the same kind of an article as that in which the alcohol was originally used in manufacturing, the permit should expressly authorize such use of the still. Section 3246, R. S., as amended.

"The still should be registered on Form 26, Section 3258, R. S., and Article 18, Regulations No. 3.

"The alcohol thus recovered should be reported on Form 1421 in such manner as to clearly indicate the source thereof, and that there may be an accounting for tax-paid alcohol received and used. Such entries on Form 1421 should be made in red ink in order that particular attention may be directed thereto. These instructions also supply to apothecaries and manufacturing chemists who use tax-paid alcohol, recover same from dregs or marc of percolation, and again use the alcohol in the production of other medicines of the same character as those from the dregs or marc from which recovered. Section 3246. R. S."

Members who are recovering alcohol for reuse should carefully read this official ruling.

Official Report of Soda Water Flavors Manufacturers' Association

Much business of a routine nature has marked the period since the February report of the Association of the National Manufacturers of Soda Water Flavors. W. H. Gast, the president, and Thomas J. Hickey, the secretary and attorney, have been busy looking out for the members' interests.

Interest centers in the hearing before the Federal Trade Commission at Washington March 20 on the board's ban against the use of the word "Grape," or other names of fruits, on imitation flavors not made with the use of fruit juices. The commission's ban is regarded as decidedly unfair and a large delegation is expected to appear in protest.

Trade Board Rules Again Against "Grape" Labels

The word "imitation" on the label does not permit designating synthetic beverages by the name of the fruit, the Federal Trade Commission held recently in amending a cease-and-desist order served on the Good Grape Co., of Chattanooga. The Commission's original order provided that the company could continue to use the designation "Good Grape" for its product, if accompanied by a qualifying phrase, such as "Imitation Grape—Not Grape Juice." The amended order stipulates that the names "Good Grape," "Grape," or "Fruit of the Vine" cannot be used by the company, unless its product "is composed in substantial part of the natural fruit or juice of grapes," and provides further that the above terms must be accompanied by language clearly indicating that the product is composed in part of materials other than the natural juice or fruit.

Carbonated Beverage Day, May 1

Tuesday, May 1, will be "Bottled Carbonated Beverage Day." It is the date when the first advertisements in the 1928 schedule for the National Advertising Campaign will appear in daily newspapers throughout the country. It also is the date set by the American Bottlers of Carbonated Beverages Advertising Committee for concerted action by the entire industry to inaugurate and conduct a merchandising program for a record summer business and a smashing drive to build up autumn, winter and spring sales.

Included in the general plan for observing "Bottled Carbonated Beverage Day" will be for bottlers everywhere to invite visitors to inspect their plants. In this connection the committee points out the importance of all bottlers seeing to it that their plants are in most presentable condition.

In addition to the newspaper advertisements, the National Advertising Campaign this summer will be featured by billboard displays. Three 24-sheet posters, lithographed in four colors, are being prepared for display in June, July and August.



Zanzibar to Aid Clove Industry

The fall in clove prices adversely affected the prosperity of Zanzibar in 1927. In 1923-24, when there was a small crop, the Zanzibar price was 27.09 rupees per frasila of 33½ lbs. There followed three years of very large crops, so that the value in 1926-27, when the harvest had doubled, was only 13.94 rupees.

The Government, in order to assist the clove growers, intends to use part of the anticipated increase in revenue to raise the existing bonus to the equivalent of two-fifths of the clove duty. In other words, this will be tantamount to reducing the duty to 15 per cent. The Government is also considering the payment of bonus on production instead of on bearing trees, together with payment in cash instead of in kind by producers, which will effect considerable savings in handling.

In addition, the Government has decided to take an important step to improve the position of the industry in the world markets. Negotiations have been in progress with manufacturers of vanillin with a view to the supply of cloves at prices which will enable clove oil to compete with rival products, and the Government suggests the grading of the cloves in two qualities, one to meet the needs of the spice market, and the other to meet the requirements of buyers who use cloves for extract manufacturing and other purposes. To safeguard the spice trade it is proposed to denature the second grade prior to export.

A very important indication of a realization of the weakness of the clove monopoly is the recognition of the value of the coconut and copra trade, which has shown marked expansion since the war. Between 1913 and 1926 copra exports have increased by 73 per cent, and the movement started in 1923, when the export was 9,400 tons. In 1926 it had grown to 12,800 tons. Standardization of the quality of copra is now receiving the attention of the Zanzibar Government.

Our Toilet Articles Popular in Australia

Australia afforded one of the best markets for American toilet articles during 1927, importing more than \$500,000 of perfumes, toilet preparations, perfumed soaps and dentifrices, Doyle C. McDonough, American Consul at Sydney, reports to the Department of Commerce. Consul McDonough advises that the efforts of the consulate to promote trade on behalf of American firms have been fairly satisfactory. He reports that a firm in Sydney appointed as agent for a New York firm imported \$4,000 worth of toilet articles during the first six months of a two-year contract. Arthur Garrels, American Consul General at Melbourne, reports that there is a good demand for all kinds of toilet preparations.

Paris Trade Notes

Les Parfums de France has been incorporated for the purpose of manufacturing and selling perfumes, toilet articles, soaps and other similar products. Its capital stock consists of one million shares of 500 francs each and 1,000 founder shares of 500 francs each. The latter are held by the parent company, Société Commerciale Les Parfums de France (Ghyska patents), Marseilles. Offices of the new company have been opened at 27 rue Demours, Paris. Jules Lorenzy and L. Gautier-Descottes of Marseilles and B. May of Paris are directors.

Th. Mühlthaler & Cie., has been organized in France as a subsidiary of Th. Mühlthaler, of Nyon, Switzerland. The capital of the French company has been fixed at 250,000 francs, divided into 1,000 shares. Offices will be continued at Asnières, a suburb of Paris.

Under the name Louis Jouve & Cie. a new company has been incorporated for the purchase, manufacture and sales of all toilet articles and preparations. Capital stock consists of 8,000 shares of 100 francs par value of which 2,000 have been allotted to Louis Jouve in addition to 2,000 founder shares. The board of directors, consisting of Louis Jouve, Jean Simoutre and Miss Andree Pastre, is authorized to increase the capital to 1,000,000 francs. Offices will be opened at 14 rue de Naples, Paris.

The firm of V. Deroubaix et Fils has changed its name to Parfumerie Deroubaix. No other change in the status of the firm has been made.

Ribière et Etablissements B. Henry, manufacturers and merchants of products for the coiffure, has been incorporated with capitalization of 380,000 francs. Offices remain at 60 rue Turbigo, Paris.

Capital stock of Parfumerie Diaphane has been increased to 550,000 francs by the issuance of 8,000 new shares of 100 francs each.

Société Française des Produits Odol will shortly increase its capitalization to 4,500,000 francs by issuing 30,000 new shares at 100 francs par value.

Savonnerie d'Alesia et Parfumerie Thorel Réunies has been adopted as a name by Savonneries d'Alesia. Capitalization of the company has been increased to 800,000 francs by the creation of 400 new shares of 1,000 francs each. These have been assigned to M. and Mme. Fouquet in

remuneration for their perfume company which operated until recently under the name Parfumerie de la Couronne d'Or et Parfumerie Thorel.

The following recent capital increases show the trend in the Paris industry: Chanel to 3,000,000 francs, Godet to 2,000,000 francs, Société pour l'Industrie des Parfums et des Produits Chimiques to 2,500,000 francs and Société Parisienne des Grandes Marques de Parfumerie to 1,500,000 francs.

Almi is the name of a new company organized by Alexandre Mordinoff and Michael Kornfeld with offices at 37 rue de Valois, Paris, to manufacture and sell perfumes.

Vibert Frères has been incorporated with an authorized capital of 1,800,000 francs.

Les Parfums d'Isabey has moved from Paris to larger quarters at Ile-Saint-Denis.

Paris Druggist Campaigns Against Sunday Closing

(Special Correspondence)

LONDON, March 10.—With certain exceptions drug stores are closed by law on Sunday in Paris. There have been many infringements of the law, and one of the principal offenders is M. Castille, of the Rue St. Ferdinand, against whom action has been taken 130 times. The amount of the fines imposed upon him has been put at 40,000 francs. The druggist is still full of fight against the law.

Recently he conceived a plan of keeping his shop open despite the law. Removing the bottles of medicaments and toiletries from his window, he replaced them by posters of protest against the 130 summonses taken out against him and filled his store with newspapers. In order to attract customers he gave away pastilles and in a twinkling the newspapers were sold off.

The druggist argued that, as the store belongs to him, he can sell what he likes in it on Sundays. On a coming Sunday he proposes to organize an art exhibition and to sell chickens on another Sunday. People who want medicines or beautifiers will only have to wait until 8 p. m., at which hour M. Castille becomes a druggist. After 8 o'clock action cannot be taken against him, and he will sell his legitimate wares as usual.

German Cosmetic Combine

The Heinsius von Mayenburg Verwaltungsgesellschaft m.b.H. is the nucleus of an enlarged cosmetic and pharmaceutical concern in Saxony. Among the concerns to be taken over are: The Leo-Werke A. G. of Dresden; C. Stephan A. G. of Dresden; Calcium A. G. Chemische Fabrik Ulm in Dresden. The stock capital of the new concern has been fixed at 500,000 marks.

Has Helped the Industry

(F. Spitaleri, Chemist, Cleveland, O.)

I find THE PERFUMER a very handy magazine keeping one in touch with his acquaintances in the business. It seems to hold the essential oil trade and the toilet articles trade in one big family. It has been a great asset in making perfumery one of the leading industries of America.

British Essential Oil Troubles

The following from the *Oil & Colour Trades Journal* of London outline some recent difficulties with essential oils in that market:

Cassia Oil—This oil is still arriving in an adulterated condition. The natives are adding resin in large quantities to high-grade oil, and then adding alcohol, which is free from duty, to the oil, so that in the usual bisulphite process the alcohol is calculated as cinnamic aldehyde, and a 75 per cent oil can be sold as 80 per cent, with all the extra profit for added resin. With cassia oil at 5s. 7d., c. i. f., this is very profitable, and it is not surprising that 7s. should be required for spot parcels of pure oil.

Lavender Oil.—There are a number of parcels of this essential oil being offered at present whose physical characters are just within those of genuine lavender oil, but having an ester value of only about 30 per cent. The odor is decidedly "spiky," and these oils are probably mixtures of genuine lavender with a little spike lavender oil. Naturally, they are being offered by resellers of no particular repute.

Lemon Oil.—So far, most of the new crop lemon oil which has arrived in this country has been of so-called B.P. quality, and not much high-grade oil has yet been shipped. During the past few years quite a number of parcels of lemon oil, sold as guaranteed B.P., have been found on arrival to contain no more than 3.8 per cent of citral. It is, of course, an open secret that much of the 4 per cent lemon oil is merely rich oil, say, 4.8 per cent of citral, standardized down to 4 per cent with lemon terpenes, enormous quantities of which are available in Sicily, owing to the manufacture of terpeneless lemon oil. This oil is analyzed in Messina, and tests 4 per cent exactly. On arrival in England, possibly after some period of storage, the oil only tests 3.8 per cent, due, no doubt, to the fact that a small amount of oxidation of the citral takes place. It would be better if the B.P. oil tested 4.2 per cent in Messina, so as to allow for a small reduction in strength. It is, however, much to be deplored that so many exporters encourage what, after all, is deliberate adulteration, which is practically impossible to detect. Still, as buyers have to pay a higher price for natural oil of the best quality, they probably get full value when purchasing the 4 per cent oil. That the practice must be very common is evident from the fact that one can purchase terpeneless lemon oil at a fraction of the cost of the amount of lemon oil, which has to be used for its manufacture. This, of course, is only possible on account of the ready market for lemon terpenes, which sell at prices not far below those of pure lemon oil, simply because the physical characters of the terpenes are so close to those of the natural oil that they can be used with impunity for adulteration purposes. Intrinsically, lemon terpenes have little, if any, greater value than oil of turpentine.

Venezuela a Growing Market

There appears to be a steadily increasing demand in Venezuela for cosmetics, powders, rouges, creams, etc. Although Venezuela experienced a commercial depression during practically all of 1927 the demand for toilet preparations has not been noticeably affected. While a few American products are found in this market, the bulk of the demand is now supplied by well known French products. The value of the United States' exports of toilet preparations to Venezuela in 1926 were \$93,715, of which \$47,451 were fancy and toilet soaps and \$19,349 dentifrices.

Activities of Associations and Societies

A. M. T. A. at Atlantic City, May 7-9

Rapid progress is being made by the Convention Committee of the American Manufacturers of Toilet Articles and by the Executive Board with plans for the annual convention which will be held at the Ambassador Hotel, Atlantic City, May 7, 8 and 9. Efforts are being made to secure several speakers of national reputation to address the convention but no official announcement of the business program is possible at this time.

A change in the plans for the golf tournament is announced by the Convention Committee and it will again be held at the excellent links of the Northfield Country Club.

Due to the generosity of The Sun Tube Corp., and with the courteous cooperation of Bristol Myers Co., the committee is able to announce that the famous Ipana Troubadors (so well known on the radio) will furnish the music during the banquet, and for the dancing that follows, on the night of May 9.

Other features of the entertainment program are being brought into shape rapidly and members and guests may be assured that the program in its final form will be highly attractive. A more complete announcement of the program of both the entertainment and business sessions will be published in our April issue.

Beauty Shop Owners' Display Held

The annual convention and exposition of the International Beauty Shop Owners' Association was held at the Hotel Pennsylvania, New York City, February 27, 28 and 29. Most of the papers and addresses related to mechanical aids for hair dressing and also to the arrangement and equipment of beauty parlors. The subject of plastic surgery was treated by Dr. J. Howard Crum and by Dr. W. Augustus Pratt. Mrs. R. J. Maurer gave an interesting paper on "Answering a Group of Difficult Questions." Demonstrations added to the interest of the convention.

Among the exhibitors were Commercial Laboratories, Newark, N. J., which showed a line of private brand toilet preparations for the beauty shop; Kimberly-Clark Co., Neenah, Wisc., which displayed Kimpak packing and crepe tissue. The latter booth was in charge of F. A. Biederman, N. S. Graham and L. J. Carissimi. The Ray Manufacturing Co. also exhibited some of its products, the booth being in charge of Harry Baller; and the Alsop Engineering Co. displayed filters and Hy-Speed equipment. The booth was in charge of Charles E. Crowley.

Other exhibitors of finished toilet preparations were Lady Ephy Perfumery, New York City; R. A. Hudson Co., Auburn, N. Y.; Blue Bird, Inc., New York City; L'Oreal, New York City; Emile Shoree, New York City; Lovafore Sales Co., New York City; Bliss Laboratories, New York City; Erilla Cosmetics Laboratories, Inc., Brooklyn, N. Y.; Pasquier Co., New York; and Virozol Co., Inc., New York.

A. A. A. S. to Meet in New York

Announcement has been made by the Merchants Association of New York that the next annual meeting of the American Association for the Advancement of Science will be held in New York City, December 27, 1928, to January 2, 1929.

Drug Men Hold Successful Dinner

More than 400 members of the drug, chemical and allied trades attended the third annual Get-Together Dinner of the Drug and Chemical Section of the New York Board of Trade and Transportation at the Waldorf-Astoria, New York, March 15. This third dinner far surpassed those of the two previous ones in the series both in point of attendance and in the interest displayed by the guests in the proceedings.

Before the dinner was served, a reception and friendly get-together was enjoyed by the members of the section and their guests, and was possibly the most enjoyable feature of the evening.

S. B. Penick, chairman of the section, presided at the dinner and in an interesting welcoming address called attention to the value of co-operation and friendly spirit among the members of the allied industries and made a special plea for an increase in the membership of the section which he termed the most representative drug and chemical trade organization in the country.

He introduced as toastmaster, Hon. Arthur S. Somers, who is himself a member of the industry. Mr. Somers in a very pleasing talk again emphasized the necessity of co-operative effort in solving the trade problems and then introduced Hon. George Silzer, former governor of the state of New Jersey and a member of the Port of New York Authority.

Governor Silzer spoke first of the magnitude of the metropolitan district, giving interesting statistics showing the tremendous growth of the commerce of the section and the port during the last few years. He then referred specifically to the work of the New York Port Authority in solving the numerous problems which have arisen in the effort to control the large volume of traffic passing through the port. He pointed out that the Port Authority was a business body controlled by business men and that its method had at all times been not political but extremely efficient. He spoke of the present work of the organization as being largely directed to the building of bridges between New Jersey and Staten Island and the projected Hudson River bridge about which he gave some interesting facts. He closed with a plea for those present and in fact all business men to join with the Port Authority in improving the facilities of the metropolitan port and combating the efforts of other ports to secure differentials in freights and other concessions which would enable them to take away a part of the business rightfully belonging to New York.

Charles C. Concannon, chief of the Chemical Division of the Department of Commerce was called upon to speak briefly. He told of recent work of his department in the matter of the projected census of distribution. He spoke briefly of the cartel system in Europe and projected the idea that the Drug and Chemical Section might well be a nucleus for a larger and more influential national body.

Much credit for the success of the gathering must go to the committee which arranged the dinner and to Chairman Penick of the section, P. C. Magnus, chairman of the Executive Committee and William F. McConnell, the section's efficient secretary. Attractive souvenir menus were provided through the courtesy of the Foxon Co. of Providence.

Successful Canadian Hairdressing Exhibition

TORONTO, March 10.—The third annual hairdressing convention and exhibition, under the auspices of the National Hairdressers' Association of Canada, was held in the King Edward Hotel, Toronto, on February 28 and 29 and March 1. The meeting was a great success. Attractively arranged booths and gala decorations brought about a transformation in the Pompeian Room of the hotel, where the business sessions were held. The mornings were given over to reports and business discussions; the afternoons to demonstrations; and the evenings to viewing the exhibitions and entertainment, the idea being to more greatly interest the public. An orchestra played throughout the three days of the convention and exhibition.

Special lectures were given by Dr. Henry J. Schireson, Chicago, on plastic surgery; M. Valentin, British royal hairdresser, London, England; and a motion picture descriptive of the work of Prof. E. Steinach of Vienna, Austria. A civic reception was held the evening of the first day, and a ball terminated the proceedings on the third and final day.

J. T. Crowder, president of the Retail Merchants' Association of Canada, officiated at the opening of the exhibition. This official opening was followed by an address given by W. T. Pember, president of the National Hairdressers' Association. A parade of models, showing costumes and hairdressing down the ages, was a feature of the daily programs.

All the booths were attractively dressed and were mostly given over to cosmetics. Among those of interest to the perfumery trade were the Danforth School of Beauty—Gallois' products; Herdt & Cherton productions—Ontario agent, K. I. Litster; Coty products, by Raymond Harper; Lotus preparations, by the Acme Lotion Co., Brockville, Ont.; and Jones Bros., Toronto, line of Mme. Hudson's beauty aids.

The exhibition manager was Arthur C. Birch. He was assisted by a reception committee composed of Mesdames Elliott, Wilson, May, Scarfe, Harding, Jolliffe and Misses Fleming, Conlogue, and Rowntree. The demonstration committee was made up of J. Adams, chairman; P. Pierce, W. T. Pember, J. Clemen, G. Pierce and Mrs. Elliott. G. H. P. Darby was the stage director.

The officers of the National Hairdressers' Association of Canada are as follows: President, W. T. Pember; vice-president, Miss M. Rowntree; treasurer, Leon Cleman; recording secretary, J. D. Adams; corresponding secretary, Miss Conlogue; historian, Glen Charles; and executive committee, Mrs. Aitkin, Miss Fleming, Lyman F. Johnston, Percy H. Pierce and Geo. Pierce.

Foragers to Hold Beefsteak Dinner

The Foragers will hold their annual beefsteak dinner at the Terminal Hotel, 23rd street and 11th avenue, New York City, on April 14 at 7 P. M. The event is one which is anticipated with much pleasure each year and at which a full attendance is assured. As usual the entertainment will be provided exclusively by members of the organization.

A. Ph. M. A. Convention Scheduled

The board of directors of the American Pharmaceutical Manufacturers' Association has voted that the next annual meeting of the association be held at the Wawasee Hotel, Lake Wawasee, Indiana, during the week of June 4, 1928.

Hairdressers Meet in New York

The ninth annual convention and trade exhibition of the American Master Hairdressers' Association was held at the Waldorf-Astoria, New York, March 12 to 14. The meeting was opened by A. R. Romano, managing director of the convention and trade show, and an address of welcome was given by the president, B. Adolph. Among the speakers at the convention were Hon. Murray Hulbert, Dr. S. Dana Hubbard of the New York Department of Health, Charles Nessler, honorary president of the association, Miss Alice S. Ryan, secretary. In addition to the talks, demonstrations and lectures on the hairdressers' art were given by competent experts.

Exhibitors at the show occupied 94 very attractive booths which were located in the grand ballroom and Astor Gallery of the hotel. The show was unusually well attended and more interest was displayed in it than has been the rule in similar gatherings recently held.

Among the companies in the toilet preparations industry represented with displays were Lockwood Brackett Co., Bliss Laboratories, Blocki Inc., T. Charles, Chisholm Co., Carlyle Laboratories, Lovafore Sales Co., Inc., Pasquier Co., Inc., P. D. Q. Nail Polish Co., Ral Manufacturing Co., Inc., Dr. Emile Shoree, J. Silverstein & Bro., representatives of Coty, Inc. for the beauty shop trade, and Ramaco Toilet Preparations.

Alcohol Association in New Orleans

The Industrial Alcohol Manufacturers' Association held a members' conference at New Orleans March 1, 2 and 3. The conference was attended by 28 delegates representing virtually the entire membership. Business meetings and discussion of a code of ethics to govern the industry occupied the opening day of the session. The second day was devoted to a tour of inspection of the numerous alcohol plants located in New Orleans. The party were guests of the New Orleans Dock Board on this tour. The banquet which took place that evening was attended by local officials and was addressed by Dr. W. H. Linder, chief of the technical division of the Prohibition Administration, Washington. Final conferences and business sessions were held on the closing day of the meeting. A feature of the session was the report of the general counsel of the association, James P. McGovern.

Regular Meeting of Drug Section

The Drug and Chemical Section of the New York Board of Trade and Transportation held its regular monthly luncheon meeting at the rooms of the Board at 41 Park Row, New York City, on March 7. Only routine business was presented, the only unusual feature being the report by Chairman S. B. Penick on the activities of the Dinner Committee. A complete report of the annual get-together dinner appears in another column in this issue.

American Cosmetics at Leipzig Fair

The annual Leipzig Fair which opened March 4 contains more American exhibits than ever, according to press reports from Germany. These reports state that American manufacturers of cosmetics are making a big showing at the Fair and several exhibits of such products are among the most attractive displays. A more complete report regarding the Fair will be published in our April issue.

Coming Conventions

American Manufacturers of Toilet Articles, Ambassador Hotel, Atlantic City, May 7, 8 and 9.

Flavoring Extract Manufacturers' Association of the United States, Hotel Statler, Buffalo, N. Y., May 23, 24, and 25.

National Paper Box Manufacturers' Association, Waldorf-Astoria Hotel, New York City, May 22-25.

American Pharmaceutical Manufacturers' Association, Wawasee Hotel, Lake Wawasee, Ind., week of June 4.

American Oil Chemists' Society, Roosevelt Hotel, New Orleans, May 14 and 15, 1928.

Glass Container Association, Traymore Hotel, Atlantic City, April 26 and 27.

National Association of State Examiners of Beauty Culture, Sherman Hotel, Chicago, Ill., April 9, 10 and 11.

American Society for Testing Materials, Chalfonte-Haddon Hall, Atlantic City, June 25 to 29.

American Wholesale Grocers' Association, Gibson Hotel, Cincinnati, April 24 to 27.

American Association for the Advancement of Science, New York, December 27, 1928, to January 2, 1929.

Philadelphia Drug Exchange Elects

Herbert R. McIlvaine was re-elected president of the Philadelphia Drug Exchange at the annual meeting of the exchange held in the Bourse, recently. Other officers elected were John F. Belsterling, vice president; J. W. England secretary; A. L. Hilles, Jr., treasurer. Directors are C. Mahlon Kline, C. J. French, B. S. Thorp, H. K. Hineline, H. S. Hires, F. L. Bodman, W. V. Smith, A. C. Ferguson. Dr. Richard V. Mattison and Milton Campbell were elected honorary members of the exchange. Addresses were made by Emil P. Albrecht, president of the Philadelphia Bourse, and William R. Tucker, secretary of the Philadelphia Board of Trade.

Druggists' Supply Men Convene

The annual exposition of the Druggists' Supply Corporation was held at the Waldorf-Astoria Hotel, New York City, during the week ending March 3 and was notable for the display of novelties. Among the exhibitors were Reich-Ash Corp., which displayed a complete line of vanities, lip sticks and cosmetics. The exhibit was in charge of Monroe Loeb. Carlova Inc. also displayed its line, the exhibit being in charge of George Oestrich and William Felder. Other exhibitors of interest were E. Fougera & Co. and the Gironde Atomizer Corporation.

College of Pharmacy Meets

The annual meeting of the College of Pharmacy, Columbia University, New York, was held on March 20. Dr. Wilmer Krusen, new president of the Philadelphia College of Pharmacy and Science, was a speaker at this meeting. Officers and trustees of the college were elected.

Pratt Institute Alumni to Dine

The annual dinner of the Pratt Institute Chemical Alumni Association will be held at the Hotel McAlpin, New York City, April 19. A very interesting entertainment program has been arranged in connection with this dinner and an attractive souvenir program and menu is now in process of preparation.

Foreign Trade Convention Plans

The National Foreign Trade Council has practically completed plans for its annual convention which will be held in Houston, Tex., April 25, 26 and 27. The convention will consider principally trade with Latin American countries and business delegates from at least ten such countries will be present. Special trains from all principal cities have been arranged.

A feature of the convention will be a special tour to Mexico City immediately after the last meeting. A special train will carry delegates to Torreon, Tampico, Monterey and other important Mexican cities on the way to Mexico City. Delegates will stay at the capital five days as guests of the Mexican government.

Nichols Medal Award

The Nichols Medal for achievement in chemistry was formally awarded to Dr. Hugh Scott Taylor of Princeton University at a joint meeting of the American Electrochemical Society, the Society of Chemical Industry and the Société de Chimie Industrielle. The medal was given to Dr. Taylor in recognition of his research work in the field of catalysis.

Oil Chemists' Meeting

American Oil Chemists' Society has arranged for its annual meeting to be held in New Orleans May 14 and 15, 1928. Headquarters will be at the Hotel Roosevelt. The committee in charge is planning for a rather unusual program of entertainment, details of which will be announced at a later date.

Glass Container Association to Meet

The next members' meeting of the Glass Container Association will be held at the Traymore, Atlantic City, April 26 and 27. The meeting on the 27th will be the regular annual business meeting of the association. Plans for the program are under way but have not yet reached the point where a formal statement of them can be made.

World Congress of Chemists Urged

A world congress of chemists, the first in 15 years, is urged editorially by *Industrial and Engineering Chemistry*, official journal of the American Chemical Society. The International Union of Pure and Applied Chemistry, the journal declares, should convoke a truly democratic conclave of science as quickly as possible.

Lectures on European Flower Culture

An interesting number of the series of popular science lectures in the course offered by the Philadelphia College of Pharmacy and Science was held at the college building on March 1. Dr. E. Fullerton Cook, professor of operative pharmacy in the college, talked on "European Flowers, an Important Factor in Culture and Commerce."

Drug Salesmen to Frolic

The Drug Salesmen's Association of New York will hold its fourth annual vaudeville and dance at the Pythian Temple, 135 West 70th street on April 21. The committee in charge has made elaborate plans for the affair and an unusual entertainment program is promised.

Perfume and Soap in Courts and Customs

Pinaud, Inc., Wins Trade Mark Victory

A decision of interest to the toilet preparation industry has been handed down in the United States District Court for the Eastern District of New York in the case of Pinaud, Incorporated vs. Ritz Perfume Company.

The trade-marks of the plaintiff in controversy were the words "Lilas de France," a representation of a basket of flowers together with the words "A La Corbeille Fleurie" and a representation of a spray of lilacs.

The defendant attempted to justify its use of these trade-marks on the ground that "Lilas de France" was descriptive of the toilet water and, therefore, could not be a valid trademark, or, in other words, was not susceptible of exclusive appropriation by Pinaud, Incorporated. It also defended its use of the representation of flowers on this ground, as well as on the ground that the representation of flowers which it used was not an infringement of the spray lilacs or basket of flowers trade-marks of Pinaud, Incorporated, because its representations of flowers were not so closely similar to the trade-marks of Pinaud, Incorporated to be likely to cause confusion in the trade.

In holding that the words "Lilas de France" because of their continued use by plaintiff since 1890 have lost their descriptive character and have assumed a secondary meaning as applied to plaintiff's products and are hence a valid trademark of plaintiff, the court indicates that such words as "Lilacs of France" or "French Lilacs" are not included in the decision as to the right of sole appropriation by plaintiff. The court says:

"Here is a trade-mark extensively well known. It taxes credulity to understand if these simple words are merely descriptive in the French language why so many vendors in America should profess such fondness for these very words in a foreign language. Defendant offered in evidence a long list of alleged users of this type and yet but two out of this list seem to have deemed it necessary to appropriate the exact words. The rest apparently use the words French Lilac or similar names as to which no question can be raised.

"There is also evidence that quite a number of manufacturers have conceded the exclusive right of plaintiff in this regard. I can see no reason for any harm coming to an honest merchant in his inability to use these exact French words, just as they stand, on his American article, where such use by plaintiff and his predecessors has been open and wide-spread for very many years. The mere fact that some have not so conceded or been sued is beside the point."

In deciding that the representation of a basket of flowers and the words "A La Corbeille Fleurie" are a valid trademark of the plaintiff the court said:

"I am unable to find the use of this trade-mark on the labels used by defendant since the commencement of this suit (defendant's Exhibit A). This trade-mark seems to me to be a valid trade-mark. It is not descriptive of the article. It is a distinctive mark. (Leblume Import Co. vs. Coty, 293 Fed. 344). (Orange Crush Co. vs. California Co. 297 Fed. 892). It gives character and identity to the product for the purpose of indicating the source, maker or vendor, upon which the consumer

has learned to rely. Whether in French or in English this would be so. No one would imagine from it more than the pleasant association of the fragrance of the perfume to that of a flower garden or a basket of flowers from that garden. It is an association of ideas helpful in the sale rather than descriptive of the article."

In holding that the representation of the spray of violets of plaintiff is a valid trade-mark and in calling attention to the resemblance of defendant's spray of violets to that of plaintiff, the court says:

"This trade-mark seems to me valid for the same reason that I have given as to the trade-mark "A La Corbeille Fleurie." It represents a "bunch" of lilies or in more elegant terms, a 'spray' as it appears on the label of plaintiff's.

"In my opinion the defendant's mark is but a colorable imitation. To be sure a careful examination of the two will show minor differences. It takes such a kind of an examination. This difference is also due to some extent, to the quality of the workmanship on the label. To say that this spray of flowers or lilacs differs from a similar spray in a small vase, seems to me to be ignoring not only the statute, but the protection which should be accorded a valid trade-mark. All through the trade-mark act runs the idea of avoidance of an ordinary resemblance."

This decision reaffirms many previous decisions to the effect that a descriptive trade-mark may become a valid trademark capable of sole appropriation through continuous use and that slight variation of form and appearance will not read a trade-mark out of infringement of a previously used trade-mark.

Hoguet & Neary, Daniel K. Morris of counsel appeared for Pinaud, Incorporated, and Davis, Auerbach & Cornell, A. J. Feild of counsel for Ritz Perfume Co.

V. Vivaudou, Inc., Wins Customs Case

The Appellate Division of the United States Custom Court has revised a decision of the court in the matter of valuations placed on the imports of toilet articles by Alfred A. Smith Co., a subsidiary of V. Vivaudou, Inc.

The government in the suit charged that the valuations placed upon these imports were too low, basing its decision on the practice of using valuation in home markets as a tariff basis when export prices are lower. The contention of the company was that there was no home market for the product in France and therefore it was justified in declaring the articles on the basis of export prices.

The suit involved a large sum, understood to have been in the vicinity of \$400,000 and has now been decided wholly in favor of the claims of the Alfred A. Smith Co.

Arnold-Dorin Suit Settled

The litigation between Maison Dorin and F. R. Arnold & Co. regarding the recent agency agreement between these two companies has been settled out of court. The result of the settlement has been that all litigation has been withdrawn and F. R. Arnold & Co. are no longer American agents for Maison Dorin.



Dorothy Gray, a subsidiary of Lehn & Fink Products Co., has leased the property at 683 Fifth Avenue, New York City, for twenty-one years with option of two renewals for similar periods. The lessee is now at 753 Fifth Avenue. The rental for the first term will be about \$1,250,000.

The plot has a frontage on the east side of Fifth Avenue of 30 feet and is 125 feet deep. The building at present on the property was formerly owned and occupied by the Criterion Club. The property is owned by Maurice Wertheim, banker.

Plans are being prepared by Robert D. Kohn and Charles Butler, architects, for the erection of a twelve-story store and office building to replace the present six-story structure.

Colgate & Co., Jersey City, N. J., have announced the election of three new officers and directors and other changes in the management.

Wallace E. McCaw has been made a director, vice-president and general manager; Gilbert Colgate, Jr. has been elected secretary, a director and vice-president in charge of purchasing; and Robert B. Colgate has been elected a director and vice-president in charge of production and development. The election of an executive officer who is not a member of the Colgate family as well as the advancement of two of the younger members of the Colgate family is in line with the company's policy.

The other officers of the company are, Gilbert Colgate, chairman of the board of directors; Sidney M. Colgate,



WALLACE E. MCCAW



ROBERT B. COLGATE



GILBERT COLGATE, JR.

Several changes have been made in the sales staff of the Los Angeles Soap Co., according to its monthly bulletin. M. L. Pullin has been named as manager of the Phoenix office of the company, Mr. Kelly has been named as divisional manager of the offices located in Arizona, Texas and Oklahoma, J. O. Northcutt has been placed in charge of the El Paso offices, Walter J. Russell who handles the company's line at Seattle has dissolved his partnership with Mr. Spohn and is now working under the name of the Walter J. Russell Co. L. W. Gregory has been named as manager of the Des Moines offices of the company, going there from the home offices at Los Angeles.

G. A. Pfeiffer, president of Richard Hudnut, sailed on the *Leviathan*, March 3 for a few months' European trip. Mr. Pfeiffer will visit twelve countries, the only ones which he will not touch being Poland and the Balkan states. He will return in time for the Atlantic City convention of the American Manufacturers of Toilet Articles.

president; Russell Colgate, vice-president and treasurer; and Henry A. Colgate, executive vice-president. S. Bayard Colgate, formerly secretary, is vice-president in charge of sales and advertising work.

Mr. McCaw joined the organization as purchasing agent about a year ago, coming from the Procter & Gamble Co., where he was senior vice-president and chairman of the administrative board, a position he held for twelve years. Prior to that he operated the McCaw Mfg. Co. in Macon, Ga., which did a business in soap and cotton oil. In 1908 the business was sold to the Procter & Gamble Co. when he joined that organization.

Gilbert Colgate, Jr., the new secretary, was graduated from Yale University in 1922. When he joined the company in July of that year he began a fourteen months' trip around the world. Subsequently he had experience in the purchasing department and in the Jeffersonville plant of the company; but later devoted all of his time to the purchasing department of the business.

Robert B. Colgate, the other new director, is a brother of Gilbert Colgate, Jr. and was graduated from Yale University in 1924. He too travelled in Europe and in the Orient to gain an intimate knowledge of the company's foreign business. On his return he entered the laundry and toilet soap department where he became interested in research work. He was successful in this and took part in the development of soap manufacture and new products such as Super Suds. Incidentally while in college both Robert Colgate and Gilbert Colgate, Jr. were active in undergraduate athletics.

Benson Storfer, president of the Storfer Laboratories, New York City, returned recently from a month's European visit. Mr. Storfer spent most of his time in Paris conferring with manufacturers of raw materials and finished products and studying the French perfume situation.

He arranged for two new agencies for his company, one in the high priced and one in the medium priced field. His company now represents Sauzé Frères, Paris, manufacturers of fine perfumes and toilet preparations, and Nestly, Paris, who manufacture a more moderately priced line.

Mr. Storfer spent most of his time making a careful comparison of the French and American lines in the moderate priced field. His observations on this subject are especially interesting. He found that in this field American perfumes were of better quality and more attractively packaged than lines in France which could be imported and sold at competitive prices.

"From careful sample tests," Mr. Storfer says, "I found that the American products which I took over with me were far better than the perfumes made and bottled in France, which I could import to sell at the same prices. Much of the cheaper French perfume, I believe, could not be sold in America at all, and certainly not in competition with similar American products. This, of course, is due in large measure to the added cost of the duties. Moreover, these lines could not compare in attractiveness or package with the competitive American perfumes in the same class, leaving aside the quality of the odors themselves."

"My principal purpose in visiting Paris was to make this comparison, and I may say that I was confirmed in my former opinion as to the relative quality of French and American perfumes. In no instance, value for value, did I find the foreign product superior, and, taking the duty into consideration, the French products could not be sold in competition with the American in this market except to a certain class of American women who worship at the shrine of "Made in France" products. In the higher priced lines, where price is no consideration, the situation may be different, but certainly the American makes are the leaders in the moderate priced fields. There too the blends made up for the various well known couturiers of Paris are priced up to meet the demands of a class of consumers who judge the quality of a perfume by its price."



BENSON STORFER

Raquel, Inc., a New York corporation, has increased its capital stock from 2,000 to 55,000 shares of which 50,000 are Class A common stock of no par value and 5,000 are Class B common of \$1 par value. There has been no change in the name of the company.

George Milton Rowell, special sales representative for the Kolynos Company and for several years New York representative of the Melba Manufacturing Co., of Chicago, died at his home in Elizabeth, N. J., February 20, after a week's illness with pneumonia. Mr. Rowell was born in Rutland, Vt., January 17, 1868, and was a son of the late John Sullivan Rowell.

After receiving an education in the public schools of Rutland he moved to Bennington, Vt., where he acted as agent for the Bennington & Rutland Railroad. Later he moved to Chicago and became traveling freight representative for the Chicago, Milwaukee & St. Paul Railroad and later held a similar position with the Central of Georgia.

He became associated with the toilet goods industry when he joined the Melba Manufacturing Co., in 1920, as manager of the company's New York office. He held this position until the absorption of the company by V. Vivaudou, Inc. Early in 1927, he joined the Kolynos Company as special Eastern salesman for its line of toilet preparations.

Mr. Rowell was married in 1911 to Miss Ida Fleischmann of Chicago who with a son, William E. Rowell, survives. He also leaves three sons by a former marriage, John S., Henry M., and George M., Jr., all of whom reside in California. Funeral services were held from his home in Elizabeth, February 22. Among the floral tributes was one from the Kolynos Co., and several from various Masonic organizations of which Mr. Rowell was a member.

Dr. John H. Harriss has purchased the controlling interest in Leigh, Chemist, Inc., New York City, manufacturers of perfumes, cosmetics and medicinal products.

Dr. Harriss is one of the best known of New York citizens. He was for years Honorary Deputy Police Commissioner of the city and is known throughout the world for his work on traffic problems. He was the inventor of the colored light system of controlling traffic and was responsible for its introduction on the main thoroughfares in New York.

The business of Leigh, Chemist, Inc., under the new control, is being continued without any change in the general policy of the company.

On February 28, the Potter Drug & Chemical Co., of Malden, Mass., celebrated its fiftieth anniversary. The company manufactures Cuticura soap and other toilet preparations including shaving soap and powders under the same name. It was founded in 1878 by George R. White and has secured world wide distribution largely through its efficient and persistent advertising. Charles L. Hamilton is president of the company.



H. G. DUSENBURY, THE HUDNUT PLANT AT MEXICO CITY AND TWO VIEWS OF THE FLOATING GARDENS

Henry G. Dusenbury, perfumer for Richard Hudnut, New York, has returned from a trip to the company's branch office and laboratories in Mexico City. Mr. Dusenbury made the trip by the water route sailing on the *Monterey* of the Ward Line for Havana, January 19. He was met there by Dr. A. P. Giraud, manager of the Mexican branch, and with him continued on to Vera Cruz. When nearly there the ship encountered a severe storm and was about twelve hours late in making port. Mr. Dusenbury admits to some anxious moments while the vessel was being tossed about in the Gulf of Mexico.

The trip to Mexico City was made by rail through the picturesque Mexican scenery. Mr. Dusenbury remained at the capital twelve days superintending and inspecting the

manufacture of the company's products at the branch. While there he found time to visit many of the interesting spots in the vicinity and to take some very interesting photographs. He returned very much a booster for Mexico City and its climate and scenery.

Mr. Dusenbury says that the company's business in Mexico has been excellent and that steady progress is being made, hampered to some extent by unsettled political conditions. He was enthusiastic over the Mexican plant and the workers employed there under the efficient direction of Dr. Giraud. While in Mexico City, he met Mr. and Mrs. Paul Pfeiffer who were enjoying a vacation there. He returned by way of Havana and Key West after a most pleasant trip, reaching New York February 17.

J. Jutras of Montreal has re-entered the perfume field with the organization of Les Parfums Jutras Limitée with offices at 5724 Avenue de Lorimier. Mr. Jutras was formerly connected with Parfumerie J. Jutras Ltd., which went into liquidation and was recently sold to Parfumerie Bellefontaine of Montreal.

Mr. Jutras advises us that he has put out a new line of perfumes and toilet preparations under the name "Coeurs et Fleurs." He is now on the road launching this new line and reports that his early efforts have met with considerable success. He will shortly publish a little book containing the sketch of his career under the title "How I Lived and Built a Business With \$45 Capital."

A disastrous fire occurred in the home of Dr. R. J. Forhan, 334 Riverside Drive, New York, early in the morning of March 3. Mrs. Forhan's escape was blocked by the flames until firemen rescued her from the ledge of a third story window. The servants were saved with difficulty. The residence, which was famous for its Japanese interior and art objects, was damaged about \$200,000.

Dr. Forhan, who is head of the Forhan Co., manufacturer of tooth paste and chemicals, was in California on a business trip and both daughters were away at the time.

H. J. Tuffy of Dallas, Texas, has been appointed general manager for Pleville Parfumeur. Mr. Tuffy has chosen the Southwest as his headquarters, believing that the eyes of the country are at present centered on that section. His company is represented by 78 salesmen covering the entire country under his direction.

Carl Weeks, president of the Armand Co., Des Moines, Iowa, in a recent interview in *Printers' Ink*, outlines in detail the practice and policy of his house regarding the maintenance of resale prices. Mr. Weeks says in part:

"Formally expressed to the trade, the Armand merchandising policy is this: (1) The Armand business is founded and built upon two fundamental principles, to wit: first, highest attainable quality of product, and second, absolute and unquestioned fairness and justice in all relations with customers, both trade and consumer. (2) In the interest of fairness and justice to all concerned, the Armand Co. suggests fair resale prices for Armand products and declines to sell to dealers who do not charge them. Likewise, the company declines to sell to dealers who pursue any other unfair trade practice in merchandising Armand products. Sales once made are, however, absolute and unconditional.

"To this we add that the Armand Co. is pleased to include free goods as an evidence of its appreciation of the buyer's continued and active interest in the merchandising of Armand products. They are a generous dividend upon a valued investment of good-will in the Armand business.

"Orders are accepted in consideration of the promise made, that should the purchaser at any time desire to sell any or all of his stock of Armand products other than at retail and within his own store or stores, or through a transfer of his entire business, he will first offer to sell them to the Armand Co. at the original cost to him.

"And" Mr. Weeks concluded, "We adhere strictly to that policy at all times."

Austin Cologne Co., Inc., 228 West Broadway, New York City, has filed an action in the United States District Court against Maurice Campbell, Prohibition Administrator for New York and J. M. Doran, National Prohibition Administrator. The company is suing for a return of its alcohol permit which was revoked by the prohibition authorities after hearings. The company was established in 1874 and has been a permit holder for specially denatured alcohol from March 6, 1924 and for ethyl alcohol from August 19, 1924.

Houbigant, Inc., has discontinued its exclusive wholesale distributor policy with the exception of certain few territories. The company has had one exclusive wholesale distributor in each territory since 1920 and, largely because of the fact that competitors are selling all legitimate wholesale distributors, the Houbigant management believes it now advisable to do likewise with certain limitations.

Bon Ami Co. has declared an extra dividend of 50 cents and the regular quarterly dividend of the same amount on the class B common, both payable January 17 to holders of record January 14. It also declared the regular quarterly dividend of \$1 on class A common, payable January 31 to holders of record January 14.

Pine Tree Products Co., Newport, N. H., of which Billy B. Van is president, has appointed Chandler W. Ehrman, Brooklyn, N. Y., as distributor of its products in Greater New York and Long Island. An intensive campaign for distribution in this territory has been started by Mr. Ehrman and the results to date have been more than satisfactory.

In addition to the well known Pine Tree Soap, the company also offers liquid soap, soap chips, tooth paste, hair dressing, bath tablets, liquid shampoo, shaving cream, and several other products. It has secured quite general distribution for these products through the hotel trade in which it has made rapid progress. It also supplies several of the leading steamship lines.

The company recently established itself in its new plant at Newport, N. H., of which some views are shown in the accompanying photographs. The buildings are on a tract of 65 acres belonging to the company, assuring ample

Carlyle C. Prindle, formerly vice-president and general manager of Lerys, Inc., perfumers, and previously sales and advertising manager of Frank M. Prindle & Co., both of New York, has joined the advertising agency of Harrison J. Cowan, of this city, which has been incorporated under the name Cowan & Prindle, Inc.

Officers of the new company are: Mr. Cowan, president; Mr. Prindle, vice-president and treasurer; J. C. Burton, vice-president and Catherine C. O'Neill, secretary.

Dr. Johann Strasska's Laboratories, Los Angeles, makers of Dr. Strasska's Tooth Paste, have appointed the Quinlan Co., Chicago, advertising agency, to direct their advertising account. A national campaign, calling for the use of newspapers and radio, is planned.

James Paul Boyle, treasurer of the Pro-phy-lac-tic Brush Co., Florence, Mass., has been elected president to succeed the late William Cordes. Mr. Boyle has been with the company for thirty-six years. Frederick C. Ely, secretary, has also been made treasurer.

Lenthalic, Inc., New York City, has filed a certificate in Delaware changing its name to Lenthalic Import Co., Inc.

room for expansion. They are located in one of the most picturesque and beautiful sections of New England.

Mr. Van is now playing in "Sunny Days" in New York and has installed an office for his company in his dressing room at the theater. Very interesting in this connection are photographs of him which appeared recently in the daily press calling attention to his soap enterprise and showing him in the combined acts of telephoning, typewriting and making-up for the stage at the same time. Mr. Van tells us that he will retire from the stage in June and will devote himself exclusively to the Pine Tree Products business from that time. When he does so he will relinquish one of the largest salaries paid to any actor on the American stage today, but he feels that the joy which he gets out of his soap business will more than repay him for this financial sacrifice.

Mr. Van is a member of the Friars Club of New York and Ivanhoe Commandery No. 36.



BILLY B. VAN



PINE TREE PRODUCTS PLANT—1. SHIPPING ROOM, 2. EXTERIOR, 3. OFFICES

Louis Philippe, Inc., manufacturers of toilet preparations, have leased a floor of approximately 10,000 square feet in the building at 104 East 25th street, New York City, and have moved from their former address to the more convenient location. The company now has ample space for manufacturing, shipping and office operations and is much more conveniently and attractively located.

Mr. Philippe states that the rapid growth of the sales of his products forced the change and that he has found business especially satisfactory during the last few months.

Kleansoel Laboratories, Inc., St. Petersburg, Fla., has begun operations in the manufacture of soap at its plant in that city. The initial capacity of the factory is 2,000 pounds daily but the output will be increased to 6,000 pounds if the demand warrants it.

W. R. Smith is president of the corporation, Robert L. Sharp, general manager and treasurer, Ralph L. Sharp, vice-president, and E. H. Dunn, secretary. The initial product of the company is a hard water soap in cake form.

The United Drug Co. reports for 1927 a net income of \$8,337,125 after depreciation but before interest and Federal taxes, comparing with \$8,883,147 in 1926. Net sales were \$95,448,289, against \$91,183,162 in 1926. President Louis K. Liggett in his report says the decrease in earnings occurred during the first half of the year and was due to temporary factors in connection with the company's expansion. At present the company is operating 464 Liggett retail stores, against 449 stores at the end of 1926, and also owns thirty-six Liggett stores in Canada.

Johnston Holloway & Co., Philadelphia, Heiskell's ointment and medicated soap, has appointed the Philadelphia office of the Charles C. Green Advertising Agency to direct its advertising account.

The Los Angeles Soap Co. has been admitted to membership in the American Grocery Specialty Manufacturers' Association.

We review on page 38 of this issue *Grasse et sa Region*, a descriptive work of the flower growing region of France, of which Grasse is the center. One hundred copies of the work were printed on a special grade of coated paper for special distribution in addition to the regular edition of 1,000 copies. Our sincere thanks are extended to S. Schwob, editor of *Revue des Marques*, publishers of the work, for his courtesy in sending us No. 7 of this special edition.

The Federal Reserve Bank of New York has warned other banks of a new counterfeit \$20 Federal Reserve note, with a general appearance such as to make its spurious quality easily detected by any one accustomed to handling currency. It is on the Reserve Bank of Chicago, Ill., 1914 series, check letter D, face plate 244, back plate 905, signed Frank White, Treasurer of the United States, and A. W. Mellon, Secretary of the Treasury, bearing a portrait of Cleveland.

It is a photo-mechanical production printed on two pieces of paper, with pen and ink lines imitating the genuine silk fiber. The seal and numbering are light blue, while the back is printed in pale green.

Henry Miller, perfumer of the Armand Co., Des Moines, Ia., was a visitor to the New York trade early in March. Mr. Miller spent some time at the Armand Eastern offices and also visited several of the suppliers of raw materials.

Produits Pierre, Inc., has been organized with offices at 39 West 57th street, New York City, and will in the very near future place upon the market a complete line of beauty preparations, originated by Pierre Roos a hair and beauty specialist who has been located in New York for more than 21 years and previously in Paris and has built up an enviable reputation and clientele under the name of "Pierre."

The new line will be in charge of H. H. Raynor who is well known in the toilet preparations industry, having been associated with V. Vivaudou, Elizabeth Arden and later with Chandon Co., importers of Lubin and Rosine perfumery and toilet preparations.

The company will try an interesting experiment in launching its new line. Distribution should be started about April 1 and plans call for sales to be carried on through the highest class single store in each city, no matter how large. The experiment of the company will doubtless be watched with considerable interest by the industry since it follows a line which has hitherto been more or less contrary to usual practice among American manufacturers.

The accompanying photograph shows an extremely attractive salon at 39 West 57th street, New York.

The M. C. M. Co., New York, importer and distributor of Mury perfumes, has appointed the Gardiner-Mace Co., New York advertising agency, to direct its advertising account. Magazines will be used.

United Toilet Goods Corporation, Manhattan Borough, New York City, has filed a certificate at Albany reducing its capital stock from \$5,000 to \$1,000.



PIERRE ROOS



A VIEW OF THE PIFRE SALON

The newly-completed modern plant built as an addition to the pharmaceutical laboratory of the E. L. Patch Co., at Stoneham, Mass., was ready for occupancy recently.

The new plant, situated directly across the street from their old laboratory, will give the Patch company a little over half an acre of additional floor space. The building, consisting of basement and four stories, 61 x 86½ feet, is the first unit of a building plan intended to care for the rapid expansion of the business. Of reinforced concrete and brick construction, the new building is entirely fireproof. A sprinkler system throughout the building protects the contents.

The basement will be used for storage of cod liver oil and other articles requiring a cool dark room. On the first floor is situated a garage, caring for four trucks, as well as ample storage space for glassware and supplies. The second floor will be used for finishing cod liver oil. On this floor also is a bottle washing machine sixty feet long, which automatically washes and dries all sizes of bottles. On the third floor will be located the research and control department for cod liver oil. Here also will be an experimental plant for making cod liver oil. The top floor of the building will be devoted, for the present, to the finishing of the line of toilet goods manufactured by the Patch company.

The entire building has been laid out for the efficient handling of the business of the company, which is fast increasing. A spur track brings the freight cars to the loading platform, where glassware and other materials are handled by conveyors. New machinery and equipment makes this an up-to-date laboratory in every respect.

Ralph R. Patch, present head of the company, was born in Stoneham on May 9, 1882, attending the Stoneham pub-



RALPH R. PATCH



NEW PLANT OF E. L. PATCH CO.

lic schools, was graduated from Massachusetts Institute of Technology, married Christine Vaughn Johonnott on September 4, 1907 and is the father of three children. He spent three years at engineering work—surveying, railroad, highway and waterworks construction, and sewage purification. After he entered the employ of the E. L. Patch Co., in September, 1906, he spent four years doing jobs of all sorts in the laboratory and then traveled for five years as

salesman. That gave him both the inside and the outside viewpoints. After that he came back into the plant again as advertising manager, followed through as sales manager, Boston office manager, general manager and since the death of his father, Prof. Edgar L. Patch, in 1924, has been president and treasurer.

His training as an engineer has been of the greatest possible value to him because he has been enabled, with the help of that knowledge, to accomplish results in the laboratory which ordinarily could be accomplished only by one of those fellows who specialize in industrial management. He works quietly, seldom finds it necessary to raise his voice, learned long ago that results are never obtained by losing one's temper. He gets most of his results when working with other men by a quiet suggestion.

He has, also, given a great deal of his time to outside activities, especially to association work. He has discovered, however, that apparently the more he gives the more he receives in return.

Marinello Co. has instituted several new courses in the National School of Cosmeticians which operates under its direction. These include a complete new operator's course, a marcel finishing course, and a list of about fifteen individual courses in special subjects.

Louis McDavit, who has been connected with Colgate & Co. for 32 years, first as field salesman and later as head of the laundry sales department, retired February 8. In a letter to his associates in the department Mr. McDavit called upon them to continue the *esprit de corps* and give to his successor, Harold A. Bates, the same warm support that they had accorded them.

Harry E. Anderson has been appointed sales manager of the Armand Co., Des Moines, Iowa. Starting with the company nine years ago in the shipping department he was advanced to superintendent of the plant and then to his new position as sales manager of the company.

Horatio Ballantyne, F. I. C., has been elected to a seat on the Board of Lever Brothers, Ltd., the British soap firm. Mr. Ballantyne is relinquishing the consulting practice which he has carried on for many years at Chancery Lane, London.

Clifton Chemical[®] Co., New York City, has installed additional equipment for the manufacture of shampoos in which the company reports it is doing a large business.

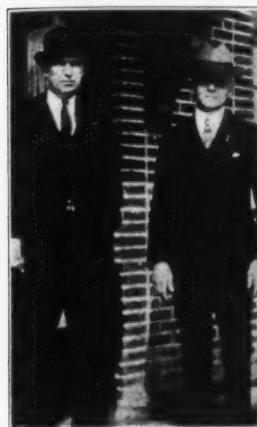
The J. and J. Beauty Culture, which manufacturers a line of toilet preparations, has just opened a very attractive beauty parlor at 379 Fourth avenue, New York, under the name of Beauty Parlor Jano Jeanette.

E. E. Finch, general manager of the Karl Kiefer Machine Co., Cincinnati, Ohio, visited the trade in the Metropolitan territory the early part of this month, making his headquarters at the New York office of the company, 15 Park Row.

John D. Lawson, formerly connected with the essential oil trade in New York, was sentenced to seventeen years imprisonment in a Connecticut court recently, the charge being assault complicated with other criminal charges.

The Ferdinand Buedingen Co., Inc., has settled in its new plant at 315 Hollenbeck street, Rochester, N. Y., and is prepared to render the best of service with these increased facilities.

Ferdinand B. Buedingen, founder of the company, has devoted a lifetime to the manufacture of paper boxes and leather goods. Many well known articles have been boxed in containers of his design.



H. E. COLBURN, F. B. BUEDINGEN, W. JOHN BUEDINGEN

Associated with F. B. Buedingen are his son-in-law Harold E. Colburn, secretary, and his son, W. John Buedingen, vice-president and New York sales representative.

The new building is of brick and steel construction and has 33,000 square feet of floor space entirely on one floor. Facilities are greatly increased by special arrangement of the most modern equipment for the manufacture of paper boxes of every kind, including a complete printing plant and a machine shop for constructing special machinery. These facilities with skilled workers make possible perfect merchandise on a large production basis, turning out exact reproductions of the original model. A part of the office is set aside for creating new items.

THE NEW PLANT OF THE FERDINAND BUEDINGEN CO. AT ROCHESTER



Friends of Joseph Greenberg, secretary and treasurer of the Majestic Metal Specialties, Inc., New York City, learned with much interest of his marriage, January 26, to Miss Fan Edeline Grunberg, daughter of Mr. and Mrs. N. S. Grunberg of Altoona, Pa. Following a honeymoon in the South, principally in Virginia, Mr. and Mrs. Greenberg returned to New York early this month.

La France Laboratories, New York, have moved to more convenient quarters at 30 Waverly Place from their former address, 410 Lafayette street.

Joseph Mathias, president of James B. Horner, Inc., New York City, quietly celebrated on March 1 the 50th anniversary of his business career, all of which has been spent with the same company.

It was in 1878 that Mr. Mathias first entered the employment of the late Major Horner, beginning as an office boy. His energy and ability soon caused his promotion to a position in the warehouse and later to the office and sales end of the business. On Major Horner's death, late in 1914, control of the business passed to Mr. Mathias and in January, 1915, it was incorporated with him as president, and Albert F. Bertine as secretary and treasurer, who later retired from active business and whose interest at that time was taken over by Mr. Mathias.

Congratulations and greetings poured in upon him from his many friends in the trade, and he was kept busy entertaining the callers, all of whom expressed the sincere hope that he would continue active in business life for as many more years as he cared to.

John Neumann of Neumann-Buslee & Wolfe, Inc., Chicago, returned recently with Mrs. Neumann from a combined business and vacation trip to Southern resorts and Cuba. The Neumanns visited Havana, Mantanzas, and several other Cuban cities, and while there, met several officials of companies representative of the Cuban perfume industry.

On the return trip, three weeks were devoted to fishing on the East coast of Florida, and it is reported that a number of fine specimens of sea-bass were caught as well as many other fish, ten distinct species in all.

John promises to give any disciple of Izaak Walton reliable information as to the hiding places of the most vicious and hungry of the finny tribe.

Floyd Winegard, general manager, and William Newton, factory production manager, of Commercial Laboratories, Newark, N. Y., were recent visitors to the trade in New

York City and vicinity. They attended the luncheon of the Rotary Club in New York at the Waldorf-Astoria on March 8, both being ardent Rotarians and their firm being a member of the Rotary Club in Newark. They spent several days calling upon the trade in and about New York in the interest of their company, which manufactures private brand soaps and toilet preparations.

CAPEM Machinery Corporation, is the new name adopted by Cundall, Powell & Mosher, Inc., Buffalo, N. Y. The company explains the change by stating that its line of automatic machinery had become widely known as the Capem line and for this reason the name of the corporation was changed. The company manufactures the line of Hoepner machines to which it calls attention on advertising page 141.

Samuel Alsop, president of the Alsop Engineering Co., New York City, has returned from a well earned vacation trip to Cuba and Central America. Mr. Alsop was in Havana when Lindbergh landed on his good will flight; and had the opportunity of shaking hands with the air emissary. In the two days that Mr. Alsop was in Havana he spent much time on the links of the Alemedarie Country Club and also enjoyed aquatic sports at Mariano Beach.

His next stop was at Vera Cruz from whence he went in an armored car to Mexico City, where, Mr. Alsop states, he found the most beautiful park in the world. The next stops were in Cristobal and Colon, and in the latter city he found that perfumes from Europe are sold at low prices in practically every store. Two days were spent in Colon after which he went through the Panama Canal to Panama City, returning by train and then continuing to Jamaica where he found that imported perfumes are sold at high prices.

At Nassau while swimming in the clear water for which the West Indies are noted, he found seven golf balls which he kept as souvenirs. The entire trip took about six weeks, much time of which was used in studying engineering problems connected with some new equipment which his company expects to offer to the trade.

Kimberly-Clark Co., Neenah, Wis., in an attractive announcement on advertising page 85 of this issue show pictorially several of the uses of their "Kimpak" crepe wadding and outlines its advantages in the wrapping and packing of breakable articles to be sent through the mail.

At the recent annual election of officers of Van Dyk & Co., New York City, Max Isermann was elected president to succeed his brother Samuel Isermann who is now vice-president of the company.

Mr. Isermann was formerly in the retail drug business in New York City and is a registered pharmacist in the state of New York. He left that business in 1907 to become associated with Van Dyk & Co., and has been connected with it in various capacities since that time, acting as sales representative, office executive and later as officer and director of the company. The middle of January seems to have had an important bearing upon Mr. Isermann's career. Seven years ago on January 16 his son was born, and four years ago on January 14 his daughter. It was at a birthday dinner to his two children at the Drug and Chemical Club on January 16 of this year that announcement was made of his election to the presidency of his company. Other officers of the company remain the same as before.

Lessing L. Kole, president of Kolmar Laboratories, Milwaukee, Wis., is back at his desk again after an absence of more than three weeks on account of an operation for appendicitis. His many friends will be glad to learn that Mr. Kole has entirely recovered from the effects of the operation.

The Lavan Realty Corp., organized and controlled by Herbert Kranich, its secretary and treasurer, has purchased the entire block front bounded by Delavan, Richards and Commerce streets, Brooklyn. Title was taken February 6, 1928. The plot 200 feet by 100 feet is located in the heart of the Erie Basin section of Brooklyn and is ideally situated in every respect for manufacturing facilities.

The factory building, on a portion of the property, contains 18,000 square feet and has been occupied these past years by the Kranich Soap Co., Inc.

Within a short time the realty corporation will erect a modern four-story soap factory on the entire property of approximately 80,000 square feet in conjunction with the Kranich Soap Co., in order to provide the necessary manufacturing requirements for the steadily increasing business of the soap company.

Herbert Kranich, president of the Kranich Soap Co., Inc., stated in a recent interview, that the specialty end of the soap industry has enormous possibilities. Specialties that a few years ago were novel luxuries, are now necessities and their demand is steadily increasing as the manufacturers point out to the consuming trade the advantages in special cases of these products over the older and better known soap commodities.

Arthur Leonard of the Seeley Mfg. Co., Windsor, Ont., with Mrs. Leonard and Mr. Leonard's two sisters and Mr. Wood, are visiting New Port Richey, Fla. They have made this trip several times and are loud in their praises of Florida, especially New Port Richey which is considered one of the garden spots of the West Coast.

Warren E. Burns, president of the Jasmin Point Estates, which is developing a very attractive plot on the Pithlachascotee River, was in New York recently with Mrs. Burns. Mr. Burns is well known through his former connections with the essential oil industry and on this Northern trip he visited many of his old friends in the trade.

Louis Rapin, vice-president of the Antoine Chiris Co. who has been making a business trip through the South and West as far as the Pacific Coast, returned to New York with his report on this territory March 16.

The company advises us that it has secured the services of James T. Hanna to represent them in the Western territory of the United States. Mr. Hanna will be located at 149 California street, San Francisco, Calif. He is thoroughly acquainted with the trade on the Pacific Coast and the neighboring states, having been connected with Langley & Michaels Co. of San Francisco for over 16 years.

Joseph Leshin, sales manager of Majestic Metal Specialties, Inc., New York City, and Mrs. Leshin are the proud parents of Philip Edward, who arrived January 23.



HERBERT KRANICH



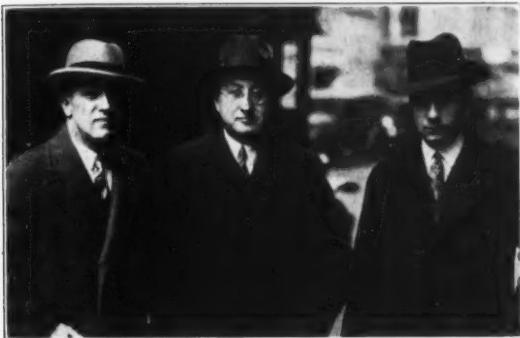
MAX ISERMANN

Jac. Polak, one of the proprietors of Polak's Frutal Works, Amersfoort, Holland, arrived on the *Hamburg* on February 20 for a month's visit to the American branch of his company, Polak's Frutal Works, Inc., New York City, of which company he is president. He expects to return on the *Paris* on March 23.

The special purpose of his visit has been the reorganization in the management of the corporation necessitated by the recent death of H. J. J. Wessels.

Eric Vles has been appointed treasurer and J. ter Veer secretary. Mr. ter Veer has been with the New York concern for almost five years as assistant manager, and previous to this was connected with the Holland branch of Polak's Frutal Works for a number of years.

Mr. Vles arrived from Europe on the *Paris* February 22 and intends to give his exclusive attention to sales management. He has been connected with Polak's Frutal Works, Amersfoort, Holland, as sales manager in Northern Europe for about 12 years. His duties have been the supervision of sales work in 14 countries. Mr. Vles' accomplishments as a linguist have made him especially valuable to his house in this connection. He speaks seven



J. TER VEER, JAC. POLAK AND ERIC VLES

languages and accordingly felt at home in almost all of the fourteen countries to which his work carried him.

Mr. Polak who is well known to the American trade from his frequent visits here, has been connected with the essential oil business for more than 25 years. His father, Joseph Polak, has retired from active connection with the company after 50 years spent in the same line. Henry Polak, brother of Jac. Polak, is the other proprietor of Polak's Frutal Works, Amersfoort, Holland, also acts as the vice-president of the corporation in this city. The accompanying photograph was taken by the Editor recently at the New York office.

Robert Hervey, of Louis DeJonge & Co., New York City, lectured before a large and appreciative audience at the Hotel Biltmore, Providence, R. I., March 5, on the invitation of the Town Criers of Rhode Island. Mr. Hervey took as his theme "Selling" and developed the subject along its broader economic aspects.

Harry H. Heminway, president of the Waterbury Paper Box Co., Waterbury, Conn., accompanied by Mrs. Heminway, sailed on the *Paris* February 25 for a ten weeks' tour of France, Italy and Switzerland. The trip will include a visit to Grasse and the south of France.

E. A. Bromund Co., New York City, in order to accommodate the Westchester County Park Commission in its highway improvement work, has just sold a tract of land in the rear of its Elmsford bleachery for use in extending the Saw Mill River Parkway. The large beeswax bleachery at Elmsford, N. Y., a familiar sight to motorists, is located on a hill and with the completion of the new parkway it will be even more advantageously situated than it is at present.

The company was established over half a century ago by the late Ernest A. Bromund and at first was located on West Broadway, New York City, where it remained until about a decade ago when expanding business coupled with better facilities made it advisable for the company to locate its bleachery in Westchester County. In this bleachery, which is at present occupied, over 40,000 square feet are available for refining and bleaching beeswax, which is

so largely used in the toilet preparations and other industries.

At present the business is under the direction of Jesse F. Bromund, president, and Elmo Pell Helmbold, treasurer. The other officers are June C. Gilfoy, vice-president, and Wallace R. Foster, secretary.

Jesse F. Bromund joined the company in 1915 after serving for some time with the Standard Oil Co. of New York. On the death of his father in 1918, he was made president and it is largely due to his skill that the company has made steady and wholesome progress. In addition to wide practical experience in the use of beeswax, Mr. Bromund brings to his task specialized training obtained in the College of Pharmacy of Columbia University, where he took special courses useful to manufacturers of raw materials supplying the toilet preparations industry.



ELMO P. HELMBOLD

He was educated in the United States, in Paris, France, and at Bonn, Germany, after which he engaged in business. He has been associated with the Bromund organization for about 23 years.

George Silver, president, and Albert Delavigne, vice-president of George Silver Import Co., New York City, sailed on the *Paris*, February 25 for a visit of several weeks to the European trade. They expect to spend some time with the officials of Roure Bertrand Fils and Justin Dupont for which the George Silver Import Co. is American representative.

F. J. Stokes, president of the F. J. Stokes Machine Co., Philadelphia, Pa., is touring the West Indies. Mr. Stokes expects to return early in April.

Telephone numbers of A. L. van Ameringen, 30 Irving Place, New York City, have been changed to Algonquin 8240-8241.

Dr. Ernst Bischoff, of the Ernst Bischoff Co., Inc., New York City, sailed March 10 on the *Columbus* for a business trip abroad which will keep him in the principal cities of Germany until the end of May.

P. C. Magnus, president of Magnus, Mabee & Reynard, Inc., New York City, was honored at the recent annual meeting of the Drug and Chemical Club of New York City by election to the office of vice-president of the club.

Perry J. Rocklin, formerly Philadelphia manager and later Ohio salesman for the Rossville Co., Lawrenceburg, Ind., has resigned and in the future will be connected with the Federal Products Co., of Cincinnati.

On advertising page 94 of this issue the Consolidated Fruit Jar Co., New Brunswick, N. J., begins a series of announcements featuring its metal specialties, which include sprinkler tops, collapsible tubes and other products of interest to the manufacturer and shipper of toilet preparations.

The Marinello Co., New York, has appointed Winsten & Sullivan, Inc., New York advertising agency, to direct the advertising of Marinello toilet products.

Charles E. Ising, of the C. E. Ising Corporation, Flushing, N. Y., left February 28 for a visit to the Pacific Coast. Mr. Ising is combining business with pleasure although the trip was primarily for rest and recreation. He is also investigating trade conditions and possibilities in California in connection with the industry and is considering the advisability of establishing a branch in that state. Mr. Ising has written us an interesting letter descriptive of Southern California country through which he has been traveling, and has sent us the accompanying snapshot taken in one of the orange groves near Palm Springs, California.



C. E. ISING IN CALIFORNIA
near Palm Springs, California.

From A. Alexander, of Carlova, Inc., Binghamton, N. Y.: Gladys—"What's that curious thing?"

Trapper—"That's an old-time powder horn, ma'am."

Gladys—"Well, it was nice to have such a supply handy, but just the same I believe a compact holds enough for any girl!"

The annual sales convention of the Rossville Co., of Lawrenceburg, Ind., was held at the Havlin Hotel, Cincinnati, on February 13, 14 and 15. The session opened with a luncheon followed by various addresses covering the different angles of the Rossville Company's operations. There was a theatre party on Monday night.

On Tuesday the attendants motored over to Lawrenceburg where an inspection of the entire plant was made.

Late Tuesday afternoon they motored to Cody's Farm, on The Pike, outside of Covington, Kentucky, where they enjoyed a banquet and entertainment. The convention adjourned after a further session on Wednesday morning.

Those present were: C. B. Davis, Atlanta, Ga.; J. P. Edwin, Baltimore; F. G. Cloyd, Boston; A. F. Puckett, Buffalo; James Scallan, Chicago; R. H. Verhage, Cincinnati; S. R. Golibert, Cleveland; G. H. Snider, Detroit; T. H. Gillessey, Louisville; C. R. Hammond, New York; E. A. O'Shaughnessy, Lawrenceburg, Ind.; J. B. Densmore, Philadelphia; R. E. Koerber, Pittsburgh; H. I. Beckenholdt, St. Louis; W. F. Harris, Lawrenceburg; P. M. Broderick, Lawrenceburg; V. M. O'Shaughnessy, Lawrenceburg; William P. O'Shaughnessy, Lawrenceburg; F. C. Broeman, Cincinnati, and F. S. Riegel, Lawrenceburg.

Speakers included Mr. Riegel on traffic problems, Mr. McDonald on advertising and Mr. Broeman on technical and scientific matters.

Jean Silvin, president of the Keller-Dorian Paper Co., New York City, sailed on the *Dc Grasse* February 22 for a visit to the parent organization Société des Papiers Keller-Dorian, Lyon, France. He expects to be abroad about two months.

Scientific Specialties Co., New York City, in its announcement on advertising page 125 calls attention to the advantages of a new type of vial with a screw stopper. Patents on the new vial have been secured, according to a statement of George Grunberg.

W. B. Daniels, treasurer of Whittaker, Clark & Daniels, Inc., New York, sailed for Europe on the *Lapland* March 10. Mr. Daniels expects to visit England, France, Belgium, Holland, Germany, and Switzerland.

François Carnot, son of the late President Carnot of France and brother of Mme. George Chiris, sailed on the *Paris*, February 25 with his son Claude Carnot after a visit of several weeks in the United States.

L. A. Van Dyk, New York City, accompanied by Mrs. Van Dyk, sailed on the *Paris*, February 25 for a stay of several weeks in Europe.

Palmolive-Peet Co. recently opened a new coconut oil refinery as a unit of its plant in Kansas City.

The American Solvents and Chemical Corporation and subsidiaries reports for 1927 net earnings available for bond interest, depreciation and Federal taxes amounting to \$619,793, against \$371,418 for the first nine months of consolidated operation, from April 9 to December 31, 1926.

The stockholders of Coty, Inc., have approved the increase in authorized capital stock from 309,300 to 459,300 common shares of no par value, all of which will be outstanding. The additional stock will be used in part to pay a 6 per cent stock dividend and partly to provide for future stock dividends. The company is understood to be planning expansion of its present plant and the entry into new lines of business, but has not disclosed the nature of its plans.

Reporting a record net income of \$128,614,910 for 1927, the American Telephone and Telegraph Co., in its annual report issued recently, enunciated through its president, Walter S. Gifford, a policy which means that surplus earnings are to be used for reducing the cost of service rather than for distribution to stockholders in the form of extra or special dividends.

The 1927 surplus available for dividends was equal to \$11.76 a share on the 10,932,420 average number of shares outstanding, compared with \$116,990,400, or \$11.95 a share, earned on 9,790,262 average number of shares outstanding in 1926, the best previous year in the history of the world's largest public utility enterprise.

The total operating revenues of the Bell system, which comprises the American Telephone and Telegraph Company and its associated companies, were \$894,699,173 for 1927, also a new high record. They compared with \$823,216,735 for the preceding year. The balance before dividends was \$166,059,152, an increase of \$11,624,510.

Hans Erich Steche, a member of the board of directors of Heine & Co., Leipzig, and Gröba, Germany, arrived on the *New York* March 12 for his annual visit to the American market. Mr. Steche is now making his headquarters with the American agency of his company, Heine & Co., New York City, of which Paul Schulze-Berge, Jr., is president. He will be in this country about a month conferring with Mr. Schulze-Berge regarding new products to be offered in the United States and observing conditions in the American perfumery and raw materials industry. He expects to return to Germany on the *New York* April 28.

Frederick E. Watermeyer, president of Fritzche Brothers, Inc., New York City, and Mrs. Watermeyer, expect to sail on the *New York*, March 22 for a trip of at least two months through various European countries. They will travel in leisurely fashion, visiting the Riviera, spending some time in Switzerland and in Germany. They expect also to visit other countries, but no definite itinerary has been arranged.

A Sonnet on Perfumes

The Editor is the recipient of a very graceful compliment on the part of Jules Gondoin, Prefect of the Department of Allier, France, whom he met during his recent visit to Europe. M. Gondoin makes his headquarters at Moulins in the winter and at Vichy in the summer. Through his residence at the latter place, he has become acquainted with many members of the French and American perfume industry who have visited there at various times; and he enjoys great popularity with these visitors.

M. Gondoin is well known as a writer of both verse and prose. He has published several works and has written the lyrics for several musical productions. The accompanying sonnet, "Les Parfums," an excellent example of his talent for versification, is gracefully dedicated to the Editor.



JULES GONDINO

Les Parfums

Sonnet à Monsieur Louis Spencer Levy

J'aime les parfums, car ils font revivre
Toutes les saisons dans le sombre hiver
Et toutes les fleurs dont mon cœur s'enivre
Et qui font en moi chanter de beaux vers.

J'aime les parfums: Par eux je puis suivre,
Du coin de mon feu, par les sentiers verts
Les gais amoureux, tout hereux de vivre.
Se croyant soudain rois de l'univers.

Un parfum suffit pour qu'en moi renaisse
Dans un seul instant toute ma jeunesse
Avec les pays jadis parcourus.

Un parfum suffit pour rendre à mon âme
Les espoirs d'amour trop tôt disparus
Et pour évoquer ton image, ô Femme!

JULES DE NANCOURT.

A Translation

I love perfumes for they the winter cheat
And through the chill all seasons to me bring,
To thrill my heart with all their flowers sweet
And make the fairest verses in me sing.
I love perfumes: They lead me from my seat
Beside the hearth. Down the green path I swing
Fond lovers full of joy of life to meet
Each fancying himself a new crowned king.

A fragrance e'er suffices to renew
My youth, and in one moment bring to view
The Country which anon I used to rove.
A fragrance to my soul returns, it seems
And lights again the failing hopes of love,
And thee, my own, brings back again in dreams.

S. L. M.

Wallace A. Bush, well known in the essential oil and chemical industry through association with several prominent houses and recently with Givaudan-Delawanna, Inc., has established his own business under the style Wallace A. Bush Co., with offices at 30 East 23rd street, New York City to handle essential oils, aromatic chemicals and similar products.

Mr. Bush has been appointed New York representative for the sale of synthetic aromatic products of the A. M. Todd Co., Kalamazoo, Mich., and he will also deal in essential oils and other basic materials for perfumes, toilet preparations and the like. He adds that he has no associates in the business, the enterprise having been organized by himself and being under his sole direction.

The Continental Can Co. reports net income of \$4,438,-646 for 1927, after reserves for depreciation and Federal taxes, compared with \$3,734,183 in 1926. This is equivalent to \$7.32 a share on the common stock after preferred dividend requirements, as compared with \$6.36 a share for the common in 1926.

Total current assets at the close of the year were \$18,523,393, as against total current liabilities of \$1,255,419. Cash amounted to \$5,381,283, or more than four times current liabilities. The company increased its surplus account to \$7,239,410 from \$6,052,602 the previous year.

The report of the F. N. Burt Co., Ltd., Buffalo and Toronto, for 1927 shows a profit of \$653,972 after plant depreciation and amortization of patents, but before taxes. This compares with \$500,189 earned in 1926. The surplus at the end of 1927 was \$865,763, against \$687,280 at the close of 1926.

Frederick B. Smith who has been connected with the Chicago office of Givaudan-Delawanna, Inc., has been transferred to the principal office in New York. Mr. Smith will handle sales work in the New England territory.

Business Record

Michael Slovik, pharmacist, 3,920 Broadway, New York. Liabilities, \$23,523; assets, \$10,092, main item being stock and fixtures, \$10,000. Principal creditors listed are Dr. Louis J. Weinstein, \$5,690, secured; Dr. Louis Rubman, \$3,800, secured. Isidor Brownstein appointed receiver under \$500 bond by Judge Mack.

Leo Samiljan, druggist, 2034 Ivy Court, Brighton Beach, Brooklyn. No schedules attached. The liabilities are about \$15,000 and the assets about \$500.

Rye Beach Drug Corporation, 464 Forest avenue, Rye Beach, N. Y. Liabilities \$4,697, assets \$1,650.

Hyman Simon, beauty parlor supplies, 30 Irving Place, New York. Liabilities, \$14,875; assets, \$8,503, main item being accounts, \$5,546.

Samuel Cohen, drug stores, 2336 First avenue and Third avenue and 163rd street, New York. By L. Eisen & Co., Inc., for \$421; Romer Drug Co., \$100.

Garrow & Co., Inc., barber and beauty supplies, of Syracuse, N. Y., filed a petition in bankruptcy in Utica, with liabilities of \$14,600 and assets of \$3,900.

39th Street Pharmacy, 518 Willis avenue, New York. Liabilities \$49,754; assets \$13,500, main items being stock, \$8,000; fixtures, \$4,500. Principal creditors listed are I. Wiesbader, \$5,575; Mary Ginsberg, \$5,500; Edward Litt \$3,000; E. J. Barry, \$2,937.

Chicago Trade Notes

Two more new members were recently admitted to the Chicago Perfumery, Soap and Extract Association. They are: Abonita Co., Inc., of 134 South Clinton street, represented by Dr. V. S. Hollingsworth and P. W. Shannon of Harriet Hubbard Ayer at 5039 North Ashland avenue. Both Dr. Hollingsworth and Mr. Shannon have many friends among the Chicago trade and they were cordially received.

The approach of May 1 will have no power to disturb those, herein listed, who have already surmounted the trials which are all too mildly indicated by a change of address. Wm. H. Muttera, president of the association, announces that Armstrong Cork Co. is now practically settled in the commodious and newly furnished offices and stock room at 111 North Canal street. Euclid Snow of Mallinckrodt Chemical Works is now located at his new office at 128 North Wells street.

Allen B. Wrisle Co. are now, of course, occupying their splendid new plant and offices at 6801 West 65th street, although a display room is being maintained in the loop at 209 South State street. S. Davis, now representing Felton Chemical Co., has opened his office at 225 West Huron street. Foley & Co. have moved perhaps the shortest distance, being now at 945 George street.

Adolph Leue, production manager of Acme Compact & Puff Co., is now nearing recovery after a severe illness of three weeks.

Charles Shapiro, of the Superior Perfume Co., has just returned from an extended recreational tour of the South, having visited most of the resorts in Florida and spent some time in Havana.

An announcement of the Association's 1928 Spring Dinner Dance will be made in the near future.

The gift, art wares and cosmetic houses will hold the seventh annual gift and novelty show at the Stevens Hotel from August 6 to 11.

The regular monthly dinner of the Chicago Drug and Chemical Association was held at the Hamilton Club on February 23 with a large attendance.

Dr. Freeland J. Dunn of W. J. Bush & Co., Inc., invites the Chicago trade to visit their new offices and headquarters in suite 218 of the Manhattan Building at 431 South Dearborn street.

Edward R. Fuller has been appointed sales manager of the Luxor Co. and J. H. Will has been named as assistant sales manager of the company.

Brack Sanford has been named as Chicago sales manager for the Davis Co., St. Louis, manufacturers of cordials, extracts and syrups, with offices in the State Lake Building. He was formerly sales manager in Chicago for the Jung & Wolfe Co., of New Orleans.

According to word from the Continental Can headquarters 1,330 employes of the company have subscribed for 65,991 shares of stock of the company. There is more interest than ever before in the securities of the company, since the recent amalgamation of the company with the United States Car Co.

The plan of the Palmolive-Peet Co. to take over the new skyscraper going up at 333 North Michigan avenue has fallen through as the builders have named the structure Number 333.

The company has started an active publicity campaign on its Fanchon line of toilet articles to be merchandised according to the announcement of the company through retail druggists exclusively.

The E. Burnham Products Co., which manufactures the line of Burnham toilet preparations, has started work on a new four-story factory building to be erected at 2710 to 2716 South Park avenue from plans by Armstrong, Frust & Tilton. The new building will represent an investment of \$100,000. The structure will give the company room for expansion and enable it to extend its sales territory.

C. R. Walgreen, president of the Walgreen chain of stores, has returned from a short vacation to Cuba. In the latest statement from the headquarters of the organization, more than 170 stores are now in this constantly expanding chain of drug and toilet goods stores.

P. Moser represented the Allen B. Wrisley Co. at the recent midwinter meeting of the members of the Northern Jobbing Co. at the Palmer Hotel.

The national meeting of the State Examiners of Beauty Culture will be held at the Sherman Hotel on April 9, 10 and 11, according to Mrs. Florence E. Harris, chairman of the examining board of Beauty Culture for the State of Illinois.

The trade is sorry to hear of the death of Walter E. Williamson, for many years in charge of the Standard Oil Co. interests at Quincy, Ill. He was 59 years of age at the time of his death and leaves a widow, a brother and a sister.

The Armand Co., Des Moines, Iowa, is broadcasting over KYW radio station in Chicago, WHO station at Des Moines and other well known stations in the central territory. One hour and a half of entertainment is put on the air by Mlle. Armand and her Armand girls.

Mlle. Manka Rubinstein, who was in Chicago on a tour last month, addressed 250 members of the Illinois Cosmeticians' Association at its last regular meeting at the Sherman Hotel.

James W. Ranson, vice-president of the Abbott Laboratories and manager of the Chicago office of the company, will leave soon for an extended trip with the Shriners through the South. He is a member of the band of the Medinah Temple and assistant editor of their house organ.

G. H. Suddard, of the A. C. Drury Co., has returned from an extended business trip through the South. He regretted to miss the Mardi Gras at New Orleans but urgent business forced an early return to Chicago.

Franklin Booth, of the Sierra Talc Co., Los Angeles, was a business visitor in the Chicago market last month, making his headquarters with the A. C. Drury Co.

Boston Trade Notes

Facts about the 50th anniversary of the Potter Drug & Chemical Corporation's "Cuticura" products recently appeared in papers all over the world, with a generous amount of space. Charles L. Hamilton, president of the company, gives a great amount of credit for the success of the company to the advertising which has appeared in newspapers in the past.

The Eastern Drug Co.'s Mutual Benefit Association danced and played whist at their annual affair in the Strand Ballroom. The affair was in the hands of the following members of the committee: Madeline Courtney, Mary Hurley, Frances O'Hara, Mary McKeown, Elizabeth Ford, Mary Monahan, Joseph Powers, Thomas Heavey, James Paul, William Walsh, John Blain and John Kelley. A leap year dance and a prize dance were features of the evening.

The Gilchrist Co. decided that the week of March 5 should be "Beauty Culture Week," with experts from Richard Hudnut, Harriet Hubbard Ayer, Coty, Elmo, and Ferdinand Ruggiero, at their service to advise them on just what to use to gain and advance the care of the skin.

The Jordan-Marsh Co. is conducting an International Art Exposition during the month of March. The exposition was officially opened at a luncheon given by the company at the Copley-Plaza Hotel. For the general opening to the public some several hundred persons gathered and listened to French Consul Flamand after he was introduced by store director Edward R. Mitton. Consul Flamand was high in praise for the Jordan-Marsh Co. and also this undertaking. He concluded his speech stating that such a display of art manifested the Franco-American friendship.

Charges that a bill sponsored by the Massachusetts State Pharmaceutical Association was filed for the single purpose to prevent the expansion of the Liggett drug stores because independent druggists were unable to compete with them in business, were made before the legislative committee on public health by James C. Reilly, counsel for the L. K. Liggett organization. The bill provides that every pharmacy or drug store shall be owned by a licensed pharmacist, and that no corporation, association or co-partnership shall own such a store unless all the partners thereof are licensed pharmacists, except those now doing business may continue so long as they do not establish additional stores.

James F. Cavanaugh, counsel for the association, said the independent stores were forced by chain stores competition to carry a wide and varied list of articles. C. Fred Wright, chairman of the legislative committee of the association, and A. Guyer of Hyannis spoke in favor of the bill. The opposition was opened by Alfred M. Bessette of New Bedford, in the drug business since 1890, who said the bill would put the "poor boy" out of business.

The bill was recommended for the next annual session.

A bill has been introduced which provides "That the governor, with the advice and consent of the counsel, shall appoint three able and discreet persons learned in the law pertaining to pharmacy, to be commissioners for revising, consolidating and arranging the general laws of the commonwealth pertaining to the practice of pharmacy, the conduct and operation of drug stores, the sale of drugs, medicines, poisons, narcotics, and proprietary and patent medi-

cines. They shall present a report in print to the legislature on the first Monday of January, nineteen hundred and twenty-nine." This also was a petition of the Massachusetts State Pharmaceutical Association. The bill was held for the next annual session.

The petition of the Massachusetts State Branch, American Federation of Labor, "for the establishment of a board of registration in barbering and for regulating the practice thereof" was referred to House Ways and Means Committee and recommended as "ought not to pass." In the house, after a prolonged debate on March 2, the house killed the bill by a vote of 101 to 85.

Captain Charles A. Parker has resigned as prohibition administrator to take up duties as Registrar of Motor Vehicles for Massachusetts, filling the vacancy caused by Frank A. Goodwin's removal.

Captain Parker has been administrator since 1925, recently being appointed under the Civil Service Act, calling for competitive examinations to fill such positions, being first on the list of eligibles. Captain Parker assumed his new duties on March 8, 1928. A temporary appointment, however, has been given Jonathan S. Lewis, assistant under Captain Parker, but the permanent appointment is looked for in the very near future.

Frank H. Mulligan & Bro., 205 Harrison avenue, Boston, barber supply dealers, have recently entered the manufacturing of toilet waters of different selections.

The Lucky-Lindy Mfg. Co., Brookline avenue, Cambridge, is now manufacturing an olive oil hair tonic.

Members of the Long Service Club of the R. H. White Co., numbering 200 in all and with the company for 15 years, recently attended their fifth annual banquet.

Pacific Coast Notes

Definite announcement of a height-limit building for Bullock's Department Store, Los Angeles, was recently made. The building will be constructed on the corner of Hill and 7th streets, now occupied by a two-story building. This will give Bullock's complete possession of the 7th street frontage between Broadway and Hill street and an additional frontage on Hill street of 100 feet.

Gene Palmer, Inc., suffered a severe setback when the plant located at 319 East 12th street, Los Angeles, with all stock and machinery, was destroyed by fire. The company is now established in its new quarters at 2420 South San Pedro street. New machinery was bought and has already been installed, and customers' orders are again being taken care of promptly. The company has recently added a line of high-grade perfumes to its line of cosmetics.

The Luxor Toilet Requisites division of Armour & Co. has been divorced from all other organizations constituting the Armour group. The Doña Castile Soap, made by Armour & Co., has proved a splendid seller on the Pacific Coast. The sales by this division have succeeded those of either of the two eastern divisions.

NEW PUBLICATIONS, PRICE LISTS, ETC.

RICHARD HUDNUT, New York and Paris, has issued a new edition of the "Book of Values." It consists of 56 pages, handsomely printed in colors and is an artistic production. The book gives the wholesale and retail prices of the numerous perfumes and toilet specialties marketed by this house, many of them being illustrated. Special attention is directed to the opening of the new Hudnut salon in Paris and to the introduction of "Parfume le Début," marking a new idea in odors, conceived for the salon's opening.

J. L. HOPKINS & Co., New York City, have issued a circular describing their Neutral White Soap and comparing its properties with the U. S. P. definition of castile soap. On the first page of the circular is a brief discussion headed "What Is Castile Soap?"

BURT'S BOX BULLETIN, published by the F. N. Burt Co., Ltd., Buffalo, N. Y., comes to hand monthly. The February number contains articles on "Scientific Management" and "Health and Diet Advice," as well as a great deal of other information of interest to the numerous employees of this large establishment.

CAPEM MACHINERY CORP., 1400 West Avenue, Buffalo, N. Y., have issued a booklet describing several of their automatic capping machines and a paraffin sealing machine which represents a few of the items manufactured by the company. The booklet is illustrated with halftones of the machines and an additional feature is a group of bottles and other containers with caps of various sizes and shapes which are shown to prove the contention of the company that their machines will handle all sizes and shapes of caps. Adequate descriptions of the various machines are given and a list of twelve statements which show what the CaPeM will do is also included.

A catalogue has also been issued by the company describing the advantages of the Hoepner automatic weighing, filling and closing machines of which it is also the manufacturer. The booklet is illustrated with halftones of various machines and descriptions of each of them.

The company is represented in New York by A. J. Sterling, 15 Park Row.

PHOENIX-HERMETIC Co. has mailed to its friends the Valentine issue of *The Phoenix Flame*. As usual the little magazine, which is so ably edited by H. J. Higdon, is replete with wisdom and information and is attractively illustrated with pictures of the products of the company. An added feature is a reproduction of the cover of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW calling attention to the fact that a Phoenix metal cap advertisement appears in the magazine each month.

STOKES & SMITH Co., Philadelphia, Pa., has issued a circular describing its powder filling machines, a copy of which may be had upon application to the company.

FLORASYNTH LABORATORIES, 1513-1533 Olmstead Avenue, New York City, have issued a special price list of basic raw materials, flavoring concentrates and aromatic chemical preparations used in the manufacture of flavoring extracts. The list includes a group of terpeneless and sesquiterpeneless essential oils with price and concentrations, a list

of aromatic chemicals suitably sub-divided for easy reference, and also numerous specialties of the company which are of interest to the flavoring extract industry. Some of these are described at some length and specifications given for them.

The company has also issued a price list of aromatic materials for perfumes, toilet waters, hair tonics, creams, and similar products.

NATIONAL PAPER BOX MANUFACTURERS' ASSOCIATION in its March bulletin prints an interesting address by Prof. Gustave Clausner of St. Louis University on the subject "What Is Your Market?" This address was delivered at the recent annual convention of the Western Division of the National Paper Box Manufacturers' Association. A summary of business conditions which indicates that the first two months of 1928 are approximately the same as the similar period in 1927 is also included in the bulletin.

PROCEEDINGS OF THE AMERICAN ASSOCIATION OF COLLEGES OF PHARMACY, 28th annual meeting, 1927, including officers, committees, etc., for 1928, has just been issued in pamphlet form by Zada M. Cooper, secretary, Iowa City, Iowa.

NEW CORPORATIONS

Note.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

McCormick Laboratories, Ann Arbor, Mich., toilet preparations, food products, etc., \$50,000.

B. A. K. Co., Warren, Ohio, manufacture soaps and toilet articles, \$10,000, has been incorporated by H. C. Kimmy, W. G. Alexander and L. V. Goodman.

Cleopatra Chemists' Corporation, Manhattan Borough, New York City, perfumes, \$20,000, Down & Heffernan, 250 West 57th street, New York.

Duval, Inc., Dover, Del., perfumes, toilet articles, face and skin lotions, 10,000 shares of no par stock. United States Corporation Co., Dover, Del.

Ecktol Sales Corporation, Manhattan Borough, New York City, make toilet goods, \$2,000 preferred stock and 1,000 shares common stock. W. C. Davidson, 44 Wall street.

Purity Bottling Works, Trenton, N. J., soft drinks, \$4,500. Leo J. Rogers, Trenton, N. J.

Reed Laboratories, Inc., Ringoes, N. J., manufacture toilet preparations, \$100,000 preferred and 10,000 shares common stock. Heine, Bradner & Laird, Newark, N. J.

F. R. Arnold & Co., Manhattan Borough, New York City, toilet goods, 1,000 shares of common stock. Armstrong, Keith & Kern, 67 Wall street, New York, N. Y.

Progressive Toiletries, Manhattan Borough, New York City, perfumes and toilet preparations, \$250,000 preferred and 7,500 shares common stock. H. C. Harris, 92 Liberty street, New York, N. Y.

Les Grands Parfums de France, Manhattan Borough, New York City, 500 shares of common stock. Barron, Rice & Rockmore, 220 West 42nd street, New York, N. Y.

American Beautifying Chemists' Corporation, Manhattan

Borough, New York City, beauty salons, \$20,000. Down & Heffernan, 250 West 57th street, New York, N. Y.

Morey Method, Manhattan Borough, New York City, beauty preparations, \$10,000. L. S. Ehrich, 21 East 40th street, New York, N. Y.

Standard Syrup Co., Philadelphia, Pa., \$20,000, incorporated in Delaware. Corporation Guarantee & Trust Co., Wilmington, Delaware.

Livingston Beauty Shoppe, Brooklyn, N. Y., \$10,000. E. S. Moran, 371 Fulton street, Brooklyn, N. Y.

Williamsburg Syrup Co., Brooklyn, N. Y., flavors, etc., \$6,000. A. Friedman, 233 Broadway, New York, N. Y.

Gildhead Beauty Academy Shop, Manhattan Borough, New York City, \$5,000. O. H. Droege, 405 Lexington avenue, New York.

Charles of the Ritz, Manhattan Borough, New York City, toilet preparations, 1,000 shares of common stock. S. M. Moffat, 342 Madison avenue, New York, N. Y.

Hauer's, Manhattan Borough, New York City, toilet preparations, \$10,000. I. M. Sackin, 1,440 Broadway, New York.

Colgates, Limited, Jersey City, N. J., manufacture soaps, 250 shares of common stock.

Vicine Products System, Tampa, Florida, drugs, perfumes, chemicals, etc., 10,000 shares of common stock. Corporation Service Co., Wilmington, Delaware.

Earle Beauty Shop, Inc., Wilmington, Del., \$10,000. Clara B. Clay, Wilmington, Delaware.

Ce Ceal Beauty Shoppe, Brooklyn, N. Y., 100 shares of common stock. Rubinton & Coleman, 32 Court street, Brooklyn.

Demusset, Manhattan Borough, New York City, toilet articles, \$10,000. M. Kirschstein, Tribune Building, New York, N. Y.

Berdell Beauty Shoppe, Manhattan Borough, New York City, \$5,000. A. A. Berg, 123 William street, New York, N. Y.

Thorokle Products Co., Brooklyn, N. Y., cleansing products, \$50,000. Furst, Schwartz & Schwager, 215 Montague street, Brooklyn, N. Y.

Maison Bertie, Manhattan Borough, New York City, toilet preparations, \$50,000 preferred and 1,000 shares common. Walker & Redman, 100 Broadway, New York, N. Y.

Mi-Lady Beautiful Appliance Corporation, deal in all kinds of beauty appliances and cosmetics, \$100,000. Colonial Charter Co., Wilmington, Del.

Hammel Products Corporation, New York, incorporated in Delaware, drugs, medicines, chemicals and perfumeries, \$200,000. Prentice Hall, Inc., Dover, Del.

Gaston Coiffeurs, Manhattan Borough, New York City, beauty parlors, 100 shares of common stock. N. Cholaney, 342 Madison avenue, New York, N. Y.

Shields & Wyle, Manhattan Borough, New York City, cleaning compounds, \$25,000. Barver, Fackenthal & Giddings, 120 Broadway, New York, N. Y.

What It Costs

There is no telling what the blow-much and the brag-a-lot costs. Experts have not figured it out, but it is interesting to read that during 1926, it costs the American railroads \$1,250,000 to blow their locomotive whistles.

But they were blowing their whistles to protect people, comments *Silent Partner*.

IN MEMORIAM FOR DEPARTED FRIENDS

BARRETT, MARCUS L., president of M. L. Barrett & Co., Chicago, at St. Peterburg, Florida, March, 1924.

BOND, RICHARD HEWITT, vice-president, McCormick & Co., Baltimore, March, 1927.

BRUCKER, CARL, senior member of Fritzsche Brothers, New York, March, 1913.

DALLEY, HENRY, retired perfumer and one of the founders of the M. P. A., West Reading, Conn., March 9, 1916.

FERGUSON, JAMES A., soaps, Louisville, Ky., March, 1915.

GOMEZ, RICARDO, president of Gomez & Sloan, Inc., New York, shipwrecked in Gulf of Mexico, March, 1923.

GREEN, JACOB H., president of Emarco Co., cosmetics, Roxbury, Mass., March, 1925.

HALL, GEORGE, perfumer, with various firms and long identified with the industry, Tucson, Ariz., March, 1921.

JENKS, CHARLES C., of the firm of Foote & Jenks, Jackson, Mich., March, 1924.

KING, W. J., perfumer, many years associated with the industry, Chicago, March, 1922.

KIRK, JAMES A., president of J. S. Kirk & Co., soaps, Chicago, March, 1907.

LEGG, A. J., president Or-Blos Co., Jacksonville, Fla., March, 1926.

MARDEN, FRANK W., president of the Marden-Wild Co., of Somerville, Mass., at Miami, March, 1924.

MERLE, AUGUSTIN, of Bruno Court, Grasse, France, March, 1918.

MESSNER, SIGMUND, treasurer of the Imperial Metal Mfg. Corporation, Long Island City, New York, March, 1921.

RABY, P. A., partner Evergreen Chemical Co., New York March, 1926.

RICKSECKER, THEO., former president Manufacturing Perfumers' Association, New York, March, 1919.

RIPPEY, WILLIAM, manufacturer of flavoring extracts, Cincinnati, Ohio, March, 1917.

ROCKHILL, CLAYTON, of the late firm of Rockhill & Vietor, New York, March, 1918.

ROGERS, GEORGE L., soap, Centerdale, R. I., March, 1917.

SEFTON, ALFRED H., Harriet Hubbard Ayer, Inc., New York, March, 1926.

SHEDD, FREEMAN B., Lowell, perfumes, March, 1913.

STUART, FRANCIS F., flavoring extracts, Niagara Falls and Toronto, Ont., March, 1914.

TENNEY, HENRY W., proprietor of the Warren Soap Mfg. Co., Canton, March, 1916.

WILLIAMS, JAMES BAKER, founder of J. B. Williams & Co., Glastonbury, Conn., March, 1907.

WOODLEY, GEORGE F., Jr., Woodley Soap Manufacturing Co., Boston, Mass., March, 1922.

Ferdinand Mulhens

Ferdinand Mulhens, for many years head of the firm of Ferd. Mulhens, manufacturers of eau de Cologne, Cologne, Germany, died at his home at Konigswinter, Germany, January 13 at the age of 83. All of Mr. Mulhens' active business life was spent with the firm which bore his name. He retired about fifteen years ago and since that time has made his home at Konigswinter. He leaves a son, Ferd. Mulhens Jr., who is the present head of the company.

Dr. Friederich Raschig

Dr. Friederich Raschig, head of the firm of Dr. F. Raschig Chemische Fabrik, Wirth and Waldhausen, Germany,

died suddenly at Duisberg, Germany, February 4. Dr. Raschig was the founder of the house with which he was connected and a scientific and technical man of many attainments. He had written extensively on chemical subjects. His firm was well known in this country as a manufacturer of artificial musks and was long represented in the United States.

William W. Park, 5th

William W. Park 5th, of Covington, Ky., one of the proprietors of the wholesale drug firm of John D. Park & Sons, Cincinnati, died February 28 at St. Petersburg, Fla., where he had gone with his wife to spend the balance of the Winter. Besides his widow he left two sons, Irving and William E. Park, all of Covington. Thirty years ago Mr. Park and his brother Godfrey and sister Susan took over as partners the business founded by their father in 1870.

BOOK REVIEWS

(Copies of Books Reviewed in this Column and Other Works Useful to Our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 81 Fulton street, New York)

Has the Rise Been Checked?

MAN RISES TO PARNASSUS, by Henry Fairfield Osborn, octavo 217 pages. Illustrated with 83 line drawings and half-tone plates. Princeton University Press, Princeton, N. J., 1927. Price \$2.50.

This book, a sequel to the same author's "Men of the Old Stone Age," is a compilation of a series of six lectures delivered to the students of Princeton University on the Louis Clark Vanuxem Foundation. It records the researches of the author and others into the fossil remains of prehistoric man in Europe and concludes with the argument that man originated in the high plateau region of Central Asia and spread from there to all quarters of the globe.

Of most interest is Professor Osborn's conclusion that at the present time racial deterioration appears to prevail throughout the world and while he closes with an optimistic statement to the effect that the course of man toward Parnassus will be resumed when our understanding of the spiritual, intellectual, moral and physical value of races becomes more widespread, it is a forced optimism much like the happy ending which must conclude our cinema dramas even when a Hamlet or a Lear is the subject.

We are hardly competent to comment upon these conclusions, but we shall compliment the author upon the attractive presentation of his facts and the clearly pleasant style of his writing. We suggest to the reader that the present volume be perused in conjunction with the former work. Together they present the most adequate picture now possible of prehistoric man and his times.

A Travelogue of the Flower Fields

GRASSE ET SA REGION, quarto, 104 pages and 8 color plates, illustrated in half tone and colors, *Revue des Marques*, Paris, 1928.

Next to actually traveling in the Grasse section and viewing first hand the scenery and the flower fields, this work affords the best picture of things as they are in that most picturesque section. The work opens with a tribute to Grasse by Leon Barety, member of the French Chamber of

Deputies from the Alpes-Maritimes. It continues with a brief historical notice of the ancient town and its surroundings, most attractively illustrated. Descriptions of the region and its resources follow.

Perhaps the most interesting chapter from the standpoint of our readers is that devoted to *les Fleurs à Parfums*, in which descriptions and pictures of the varied flower crops are given. Another section deals with *les Villas de Grasse*, giving pictures and descriptions of the notable show places of the city, among which are the homes of Senator Charabot, Emile Schlienger and Georges Chiris; while still another treats of the perfume raw material plants with whose products most of our readers are familiar.

Among the contributors to the volume might be mentioned the name of J. Rodie, who prepared the chapters devoted to the flower growing industry.

May we also again extend our thanks to S. Schwob, editor of *Revue des Marques*, for remembering us so kindly by sending us No. 7 of the specially printed limited edition of the work.

Research on Camphor

L'OCIMUM CANUM, SOURCE NATURELLE DE CAMPHRE DROIT,
by Dr. Eugene Charabot, 17 pages, 2 illustrations, Imprimerie Alençonnaise, Paris, 1927.

Dr. Charabot in this small booklet gives the results of his research and experimentation in securing camphor from other sources than the camphor tree, *Laurus Camphora L.* These experiments tend to show that *L'ocimum canum* contains a fairly large percentage of camphor, the essential oil from this plant having yielded in the laboratory experiments carried on by Dr. Charabot 35% by the refrigeration process.

The second part of the book consists of a botanical study of the plant by G. Blaque and J. Maheu. Their research tends to show that it is quite widely distributed especially in the Eastern part of Africa, and that it also occurs in Southern Asia and to some extent in Australia and South America.

The conclusion of Dr. Charabot that it constitutes a commercial source of camphor would seem to require somewhat further proof. The recent progress in the manufacture of synthetic camphor and the very rapid decline of prices on natural camphor during the last few years, have created a situation, in the United States at least, which could hardly be termed satisfactory to the producer of either synthetic or natural camphor from any source.

While Dr. Charabot comments to some extent upon synthetic camphor, he does not give it as important a place as it seems to deserve in view of recent scientific work on it in Germany, England and America, and in view of the decline of the market to which synthetic camphor has very largely contributed.

Technical Information on Essential Oils

TABLES OF REFRACTIVE INDICES, VOL. I, ESSENTIAL OILS; cloth, 148 pages; compiled by R. Kanthack and edited by J. N. Goldsmith, Ph. D., M. Sc., F. I. C.; published by Adam Hilger, Ltd., 24 Rochester place, Camden Road, London, N. W. 1, England.

This volume, the first of a series, endeavors to give as complete a list as is possible of the refractive indices of essential oils. The scattered literature on the subject was carefully sifted by Mr. Kanthack and a large number of

measurements were compiled, with references to the original papers. The volume serves to some extent as a bibliography of essential oils, for more than 500 distinct oils and 1500 measurements have been recorded. Mr. Goldsmith in his introduction explains the obvious value of the refractive index and has carried out the presentation of the technical information contained in the book with his well known skill and ability. The publishers request notices or reprints of publications or papers containing new determinations of the refractive indices of essential oils.

A Reference Work of Value

ANNUAL REPORT ON ESSENTIAL OILS, SYNTHETICS, PERFUMES, ETC., English edition of 1926, Octavo, 245 pages, Paper, Schimmel & Co., Miltitz, Germany.

The publishers, in forwarding the English version of this work, transmit also the news that the delayed work has been brought nearly to date and that in future the English edition will be issued the same year as the German. This will be welcome news to those who have been steady readers of the report for many years.

The fiftieth annual edition of the report follows in general style and arrangement very closely those which have preceded it. The first and by far the largest section of the book is given over to "Commercial Notes and Scientific Information on Essential Oils." In this section, most of the more familiar products are discussed in detail with statistics as to production, shipments and prices included, and, in a few instances, graphs showing unusual or startling fluctuations. The less familiar or newer products are also given space with much original research recorded and thousands of references to the works of other individuals or companies on them.

The section on camphor and camphor oil has been expanded considerably in the present edition and comprises several pages of most interesting commercial and technical information. Citronella is given somewhat less space than is usual. The citrus oils are discussed in an interesting and instructive fashion with graphs indicating the trend of production and prices. Some new and original work on eucalyptus of various types is included. Lavender is also given considerable space, but the book was published before the recent controversy as to its constituents arose. We may expect an exposition of this in the next edition. The American group of oils is given extended treatment from both the commercial and the technical sides.

An interesting section is that which discusses the new U. S. P. X. The revision committee is complimented upon the despatch with which it has carried out its work but comes in for much criticism on the provisions included on several of the essential oils, criticisms which have already in some instances been leveled at it from sources on this side of the Atlantic. Possibly more attention will be paid to this group of products in the coming revision of the U. S. P. and it is to be hoped that some of the more obvious discrepancies will be corrected at least.

Chemical and drug preparations are given adequate treatment in a separate section of the report. The remainder of the work is given over to notes on scientific research on the various phases of essential oil and aromatic chemical production. This section consists of an imposing series of abstracts from the technical literature of the year and constitutes a veritable directory and bibliography of the work done on these subjects.

The History of Castile Soap

CASTILE SOAP; a Monograph Prepared by Robert W. Mitchell, Ph.D., Charles River Road, Cambridge, Mass.

In this monograph of 187 pages, Dr. Mitchell, who is chemist to the Lockwood Brackett Co., Boston, Mass., has covered the origin, history and significance of the term castile soap, together with a discussion of the properties, uses, reputation, adulteration and imitation of the product. The monograph is based upon over 900 extracts from the literature of 400 years. As a technical consultant in the soap field, Dr. Mitchell has long been interested in castile soap and has accumulated an immense quantity of information on the subject which he has arranged in comprehensive form, making it available to professional men and others who are interested in the topic, which at this time is exciting much discussion. It is a valuable contribution to soap literature.

A Record of Achievement

ANNUAL SURVEY OF AMERICAN CHEMISTRY, edited by Clarence J. West, 415 Pages, National Research Council, by Chemical Catalog Co., New York, 1927. Price \$3.

An impressive list of contributing authors have collaborated in the preparation of the second volume of this survey and they have brought together a very readable and interesting review of the work done in American chemistry during the period from July 1, 1926 to July 1, 1927. Forty-nine chapters go to make up the work and they range in character from the highly theoretical to the most practical.

Of special interest to our readers are the chapters which review work on aliphatic compounds, carbocyclic series and heterocyclic organic chemistry. Pharmaceutical chemistry is also given adequate treatment in a special chapter. As a record of development, the work is impressive and as a book of reference for the technical man, it should be of no little value.

Progress of Trade in Dominion of Canada

CANADIAN TRADE INDEX FOR 1928, 884 pages, octavo, cloth bound; compiled and published by the Canadian Manufacturers' Association, Inc., 67 Yonge street, Toronto, Ont.; price \$6.

This new and revised edition of the Index gives evidence of careful compilation and comprehensiveness. Like its predecessors during the last quarter of a century, it is valuable as a book of reference for American and other firms doing business in the Dominion, or seeking to establish trade connections in the provinces. It is divided into five parts, this syllabus indicating their scope:

Part I. Special Export Section, being a summary statement of Canadian progress in commerce, with data designed to aid in the further development of export trade.

Part II. An Alphabetical List of Manufacturers, with addresses, branches, export representatives, trade marks, brands and similar data.

Part III. Directory of Manufacturers of Canada, classified according to articles made, arranged alphabetically.

Part IV. Directory of exporters of agricultural products and allied lines; forwarding agents.

Part V. An alphabetical list of the headings in Part III, with parallel English. A limited similar list in Spanish may also be obtained.

Directory of Toilet Articles Manufacturers

ANNUAL DIRECTORY, 1928, OF THE AMERICAN MANUFACTURERS OF TOILET ARTICLES, 450 pages. Rose Publishing Co.

This directory and diary contains not only lists of present and past officers of the American Manufacturers of Toilet Articles but gives the roster of active and associate members of the organization. Other features are the Declaration of Principles of the association, the constitution and by-laws, the 1922 tariff relating to the industry and information regarding specially denatured alcohol rules and regulations. There are various tables giving information for the members and also a bibliography of important books on perfumes, essential oils, cosmetics, soaps and resins, published since 1920, and compiled by Dr. Paul G. I. Lauffer, recently Fritzsche Fellow at Columbia University, and now with Pinaud, Inc.

New Compilation of Food and Drug Laws

DUNN'S FOOD AND DRUG LAWS, FEDERAL AND STATE, 1927-28, by Charles Wesley Dunn; Three Volumes, 4,193 pages; \$50; published by the United States Corporation Co., 150 Broadway, New York City.

As the title indicates, this is a revised edition of the federal and state food laws and related statutes brought up to date by the author. Mr. Dunn, who is a member of the New York Bar and is general counsel for the organized American food and pharmaceutical manufacturers, representing several national organizations, has prepared this exhaustive and comprehensive work with his usual care and diligence. It is the only compilation of the same broad scope and its value is well measured by its price.

French Perfumery Trade Annual

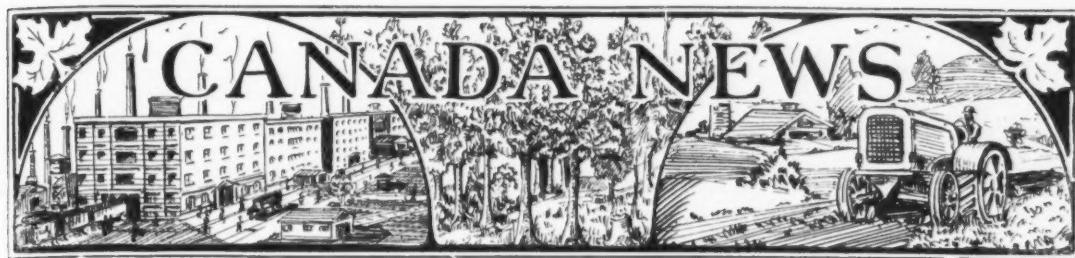
ANNUAIRE RÉPERTOIRE DES INDUSTRIES DE LA PARFUMERIE ET DE LA SAVONNERIE, quarto, boards. Published by *La Revue des Marques de la Parfumerie et de la Savonnerie*, Paris, France, 1928.

The annual number of our Paris contemporary contains the usual lists of trade marks granted, together with information about the French trade mark laws and the industries which are included in the caption. The advertising section also is interesting, containing announcements of the leading firms in the essential oils, perfume and soap fields. Pages are furnished for diary purposes.

Food and Drug, Etc., Laws

COMPILATION OF LAWS, 11th Edition, Octavo, 1115 Pages. Paper. Standard Remedies Publishing Co., Washington, D. C., 1927.

This is a digest of the Federal laws and those of the various states which have to do with foods, drugs, pharmacy, poisons, narcotics, insecticides, fungicides, caustic acids, weights and measures, sample distribution, stock medicines, alcohol, prohibition, advertising, trade marks, trade practices and other matters affecting the drug business. Those who have found use for previous editions cannot help but be pleased with the present one, which includes enactments of the 1927 legislative sessions, and is thus as up to date as it is possible to make such a work. Those who are unfamiliar with former editions will find in the present one an accurate legal guide in matters affecting their business. In addition to the United States laws and those of the several states, an adequate treatment of Canadian and Latin-American laws is included.



Montreal

MONTREAL, March 10.—The perfumery and allied trades in Montreal are pretty well satisfied with the trend of business during the last month, especially considering that the present is rather a "between season" period, and no one is voicing much complaint. Outlying districts, the country and suburbs, are rather quiet at this writing, but city trade is as brisk as anyone could wish for, and the suburbs know that their turn is coming soon. Meanwhile, the winter season is closing out, and everyone is overhauling stock and preparing for the spring and summer seasons which will open up soon.

J. H. Andrews, perfumery manager of Lyman's, Ltd., who went to New York a month ago on business, did not come back to Montreal, but proceeded on to Europe, where he expects to stay for some time, on matters of business. W. L. Scott is carrying on in his absence in charge of the department.

C. W. Tingling, president of National Drug and Chemical Co., Ltd., sailed along with Mrs. Tingling on March 6 on the *Laurentic* for a cruise to the Mediterranean. They will spend five days in Cairo, and will visit England for a few weeks before returning home about the middle of May.

A newcomer to the trade is announced in last month's Montreal incorporations, in the person of Thompson's, Ltd., toilet articles, etc., capitalization \$20,000.

T. A. Henderson, who has been in the service of National Drug and Chemical Co., Ltd. since 1906, when it was organized, has been promoted to the position of general manager. Mr. Henderson joined the firm as manager of its Hamilton branch, and was transferred in 1909 to the Toronto branch as manager. He came to Montreal in 1922 as assistant to the general manager, and now becomes general manager.

H. B. Stephenson, formerly assistant manager of the Market Survey and Research Department of a Montreal newspaper and later assistant to the research section of the Bureau of Advertising American Newspaper Publishers' Association, has become advertising manager of the Snap Co., Ltd., of Montreal, manufacturers of soaps.

Mr. Cote, of the Capila Hairdressing Salon, drew attention the other day, in the course of conversation with your correspondent, to the steady increase in demand for scalp

(Continued on Next Page)

Toronto

TORONTO, March 10.—The Ontario Retail Druggists' Association has decided to hold its annual convention this year at Hotel London, London, Ont., on June 11, 12 and 13.

The Saskatchewan Pharmaceutical Association will present a scholarship to the College of Pharmacy of the University of Saskatchewan, to be known as the Campbell Scholarship, in honor of Alex Campbell, dean of pharmacy at the university.

T. A. McGillivray, head of McGillivray Bros., Ltd., manufacturers' agents, Toronto, handling soaps and perfumes, has just returned from his annual business trip through the West.

A. S. Hinds Co. (Canada) Ltd., through Lehn & Fink (Canada) Ltd., Toronto, have during the last two months been holding throughout Canada, in conjunction with a similar event in the United States, a window display contest for the best windows dressed with the new Hinds Cream.

W. F. O'Connor, K. C., former Cost of Living Commissioner for Canada—not the Mr. O'Connor who acted as arbiter in the recent P. A. T. A. investigation—in a public address in Toronto recently attacked the prosecution of the P. A. T. A. as invalid. He stated that the clause in the Combines' Investigation Act fixing a penalty is unconstitutional.

T. A. Henderson, a former retail druggist, has been appointed general manager of the National Drug and Chemical Co., in succession to C. W. Tingling, who resigned on account of his health. Mr. Tingling still retains the office of president. Mr. Henderson has been assistant to Mr. Tingling as manager for six years.

F. M. Bentley, a pioneer druggist of Vancouver, B. C., died during the last month.

M. Arthur Cahan has taken over the direction of all sales and merchandising for the House of Tre-Jur in Canada and the United States. At present he is visiting the larger centers to inaugurate a closer plan of cooperation.

J. Ulysse Demers is this year's president of the Quebec-Lewis Retail Druggists' Association, an organization that is linking up the druggists of these two Quebec cities.

L. V. O'Connor, who recently investigated the workings of the P. A. T. A., has been appointed judge of the counties of Northumberland and Durham in Ontario.

A new manufacturers' agency firm has been formed in Toronto, named Kelley-Pringle, Ltd., with headquarters in the York Building. M. E. F. Kelley is president and S. J. Pringle is secretary-treasurer of the new company, a combination of the M. E. F. Kelley Co. and the S. S. Stafford Co. The company has a traveling sales staff of fourteen. Among the lines the new company is handling are Erasmic soaps and perfumes.

W. M. Van Valkenburg, for 25 years a retail druggist in Regina, Sask., has sold his business there and is opening a manufacturers' agency in the same city.

According to a statement made in the Canadian House of Commons at Ottawa recently, 787,408 settlers arrived in Canada during the period 1921-1927; and the cost of securing these settlers was \$7,204,986. Nearly one-half of the above number came from the United Kingdom, while 176,053 came from the United States.

According to the budget brought down by the Government at Ottawa during the last month, the national debt was shown to be cut \$144,700,000 in the five-year period to March, 1928. The estimated reduction of the net debt of Canada during 1928 is placed at \$19,000,000. Last year the net debt was reduced by \$41,896,729, more than ten million dollars above the estimate made a year ago. The total revenues for this year are expected to be \$419,480,000, and the expenditures are estimated at \$364,665,000.

For the first nine months of the present fiscal year imports into Canada totaled \$823,054,000, and exports, \$970,154,000.

The Dominion Government has reduced the personal income tax 10 per cent and the sales tax has been cut 25 per cent. The new sales tax is three per cent instead of four per cent.

The Province of Ontario has come through a decidedly favorable year. The budget as delivered in the Legislature at Toronto by the Provincial Treasurer, J. Monteith, notes a surplus of \$359,000 for 1927. Besides, \$3,000,000 was paid off the debt last year. The ordinary revenue was the highest in the history of the province—\$56,306,629, an increase of \$5,400,000. Relief to taxpayers was \$5,000,000.

With G. Tamblyn, who will continue as president and general manager, obtaining a controlling interest, the 35 stores of G. Tamblyn, Limited, have been purchased from the Imperial Tobacco Co. by the original owner and his associates, the amount of money involved in the deal being approximately three-quarters of a million dollars. W. E. Corlett and W. C. Scott, who have been assisting Mr. Tamblyn in the management of stores bearing his name, will continue in the new organization as vice-president and secretary respectively. A stock offering to finance the deal was oversold the day it was placed on the market. Besides the Toronto stores there are drug stores in Hamilton, Guelph, Stratford, Kitchener and Brantford. The business was founded in 1904, with one store and a capital of \$1,500.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patents and trade-marks protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to
PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 81 Fulton St., New York City.

TRADE MARKS REGISTERED

"White Moose," and a shield with a representation of a white moose superimposed thereon, all within a circle. Washing powder. G. Nic. Togen, Calgary, Alberta.

Shield device with the device of a comedy mask at the top and the device of a drama mask at the bottom thereof; and the words: "Max Factor's," within the shield device. Cosmetics for the stage. Max Factor, doing business as Max Factor & Co., Los Angeles, Calif.

Circular label or disc bearing one crescent-shaped figure in gold upon a blue background, on which are inscribed the words: "Au Revoir Atkinsons." Perfumes. J. & E. Atkinson, Limited, London, England.

Certain circular figures in black on a gold background on which are inscribed the words: "Au Revoir Atkinson"; Perfumes. J. & E. Atkinson, Limited, London, England.

Label having a substantially blue and yellow background; at the top of the label are the words: "Ridquick Cleanser," and at each side of same is the representation of an aeroplane. Washing compounds. United Chemical Co., Limited, Montreal, Que.

PATENT GRANTED

277,777.—Face Powder Receptacle. Michael Thomas Daley, assignee of Philip C. P. Booty, both of Chicago, Ill.

For the last fourteen years Mr. Tamblyn and associates have been managing the business for the Imperial Tobacco Co. In 1927 the stores did a gross business of \$2,500,000.

J. W. McCoubrey, president and general manager of the United Drug Co., Ltd., Toronto, returned some days ago from attending a meeting of stockholders of the parent concern at Boston, Mass. At the meeting negotiations were completed for the merging of United Drugs and Sterling Products, Inc. The two companies have combined assets of \$140,000,000.

Offices of the Mutual Sales Co. have been moved from 11 Colborne street to 243 College street, Toronto.

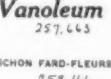
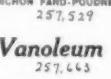
Montreal Trade Notes

(Continued from Preceding Page)

treatment preparations, and the interest shown by customers in lines offered for the cure of dandruff, falling hair, etc. Not only is the demand increasing, but he points out that whereas, up to a little while ago, a customer was contented with a bottle recommended as a tonic or a herpicide, today he prefers to buy a whole system of treatment. That is, he likes better to get a preparation or a set thereof, accompanied by instructions what to do and how to do it.

"Innoxa Milk" is a new line recently launched in Montreal with considerable success by the Union Commercial France-Canada, Ltd., managed by J. E. Edde in New Birks Building, Montreal.

TRADE MARKS

 203,094	POMPEIAN 214,564	Como 238,217	COLCREME M 238,918	Dr. Levin's M 239,184	Kroger's M 239,193
 242,462	PENTASOL 242,315	Visteria M 239,187	SHAVE-EZE M 238,922	NEWPORT M 239,367	 242,316
Father 251,765	GLOW LIFE 244,311	WIGGS 254,342	HYGIENE 256,003	PARAMOUNT 253,754	 242,706
 255,649	"PINE-EX" 255,916	"WIGGLES THE DIRT" 250,068	ZANADU 256,975	GANIKA 253,519	 242,047
BICHON FARD 257,531	 254,541	CSP 252,683	 256,677	 253,642	 255,377
L'AIMANT 257,661	"PERFECTO" 256,222	JARVIELLE 256,632	ALTA 257,477	 254,547	DAYTOL 258,072
cha-lai 257,744	 257,745	JONES-TIERBACH 257,684	NATURAL LUSTRE M 239,709	 254,335	 258,423
ROMOLA 258,909	FLAME OF YOUTH 259,668	 258,967	BROCHUR 258,574	 258,015	RUTH 258,764
 258,916	NO-PYREX 258,745	 258,916	 257,643	 259,254	RONDO 260,478
SOAPERFECT 259,149	HY-POWER 258,916	DECECTA 259,044	 257,529	 258,970	 258,553
ROSS 259,225	AUXOLIN 259,065	 259,472	LE DEBUT BLANC 259,558+259,561	 259,579	EUGENE 259,301
D and O 259,461	Dander- destroy 259,513	 259,623	LE DEBUT BLEU 259,560+259,562	THE AFFAIRS OF BEAUTY 260,558	FUJI MIKADO 259,447
Effora 260,200	Babydent 260,174	 259,590	LE DEBUT VERT 259,563+259,559	SUNFLAME 260,591	 250,541
			PENIMAIID 260,239	SUNDOWN 260,594	ELIDA 260,111
			SUNRISE 260,598		

OUR PATENT AND TRADE-MARK BUREAU

This department is conducted under the general supervision of Howard S. Neiman, consulting editor on patents and trade-marks. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 81 Fulton St., New York City.
Note—Dates given in Trade-Mark Registrations are those from which use of the mark is claimed.

TRADE-MARK REGISTRATIONS APPLIED FOR
(Act of Feb. 20, 1905)

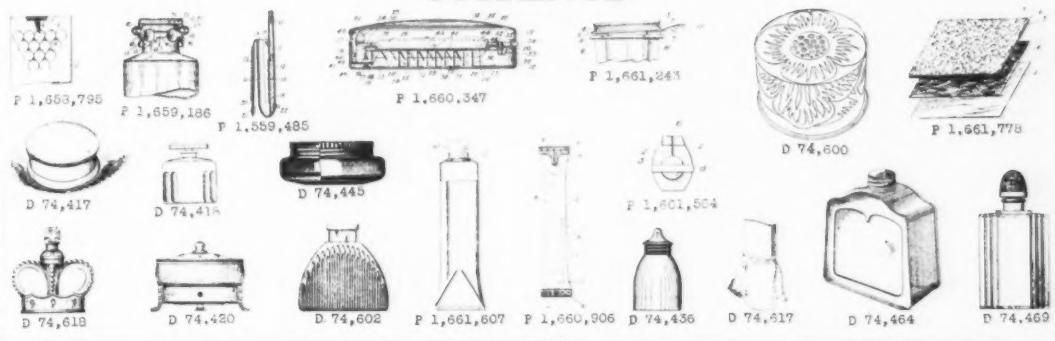
These Registrations are not Subject to Opposition

203,094.—Sherer-Gillett Co., Chicago, Ill. (1852.)—Florida water, witch-hazel, perfumery.

214,884.—Albert Musher, doing business as Musher and Co., Washington, D. C. (Feb. 14, 1925.)—Flavoring extracts.

- 233,796.—The Tiffany Laboratories, Cleveland, Ohio. (1924.)—Facial epithems.
- 234,227.—The Procter & Gamble Co., Cincinnati, Ohio. (July 2, 1926.)—Toilet and bath soap.
- 242,047.—Paul Peter Mulhens, doing business as Eau de Cologne & Parfumerie-Fabrik "Glockengasse No. 4711" gegenüber der Pferdepost von Ferd. Mulhens, Cologne-on-the-Rhine, Germany. (Mar., 1926.)—Hygienic hair wash.
- 242,315, 242,316.—The Sharples Solvents Corp., Philadelphia, Pa. (Oct. 13, 1926.)—Amyl alcohol, amyl acetate, and hydrochloric acid.
- 242,827.—Elite Catering Co., Los Angeles, Calif. (Jan. 1, 1917.)—Flavoring extracts.
- 244,311.—The Millington Co., Inc., Boston, Mass. (Sept. 24, 1926.)—Rouges, creams, and toilet powder.
- 244,482.—Laura Watson, Hamilton, Ohio. (July 20, 1926.)—Hair tonic.
- 250,548.—Keek Co., Inc., St. Louis, Mo. (Mar. 30, 1927.)—Dirt chaser in powder form.
- 250,661.—Clarence N. Williams, doing business as Trid Products Co., Fresno, Calif. (Mar. 1, 1927.)—Cleaning and washing powder.
- 251,765.—Frank S. Miller, Buffalo, N. Y. (Feb. 1, 1927.)—Preparation for the treatment for dandruff.
- 252,683.—Clean Surface Products Co., Chicago, Ill. (June 13, 1923.)—Neutral paste and liquid cleaning and polishing products.
- 253,318.—D'Orsay Perfumeries Corp., New York, N. Y. (1915.)—Perfumes and toilet preparations.
- 253,319.—D'Orsay Perfumeries Corp., New York, N. Y. (February, 1923.)—Toilet preparations and perfumes.
- 253,642.—D'Orsay Perfumeries Corp., New York, N. Y. (1915.)—Perfumes and toilet preparations.
- 254,335.—May Smithline, doing business as La May Smithline, New York, N. Y. (August, 1918.)—Preparations for the treatment of the face and scalp.
- 253,754.—Hirsch Bros. & Co., Inc., Louisville, Ky. (Aug. 2, 1920.)—Food-flavoring extracts.
- 254,341.—F. R. Arnold & Co., New York, N. Y. (Apr. 29, 1926.)—Perfume and toilet water.
- 254,342.—F. R. Arnold & Co., New York, N. Y. (Nov. 25, 1925.)—Perfume and toilet water.
- 254,547.—George Evans, doing business as The Gekos Co., New York, N. Y. (Jan. 5, 1907.)—Antiseptic mouth wash.
- 255,377.—M. Hatae, doing business as M. Hatae & Co., also doing business as Smoca Mfg. Co., San Francisco, Calif. (Aug. 15, 1926.)—Tooth powder.
- 255,649.—Max Factor, doing business as Max Factor & Co., Los Angeles, Calif. (June 1, 1923.)—Theatrical make-ups.
- 255,815.—Emil Meyers, doing business as American Trading Co., Meyers & Co., New York, N. Y., and Berlin, Germany. (April 1, 1925.)—Bath salts.
- 256,003.—John W. Miksch, doing business as Des Moines Janitor Supply Co., Des Moines, Ia. (Sept. 1, 1927.)—General cleaning preparation in powdered form.
- 256,065.—The Wiggins Chemical Co. Inc., Cincinnati, Ohio. (April, 1922.)—Soft soap used as a waterless cleanser, and also for a soap in powdered form.
- 256,222.—The Sears & Derr Co., Chillicothe, Ohio, and Bonville, Ind. (May 21, 1926.)—Food-flavoring extracts.
- 256,378.—Shaffer Stores Co., Altoona, Pa. (Aug. 2, 1925.)—Vanilla food flavoring extract.
- 256,595.—A. A. Vantine & Co., Inc., New York, N. Y. (Aug. 1, 1927.)—Toilet articles and beauty preparations.
- 256,632.—William H. Mesirov, doing business as Wilmar Laboratories, Los Angeles, Calif. (May 1, 1927.)—Fingernail polish.
- 256,677.—George A. Madison, St. Paul, Minn. (May 4, 1926.)—Tooth paste.
- 257,273.—Tracey Berryman, doing business as The Kohinoor Laboratories, Baltimore, Md. (Oct. 29, 1927.)—Preparation for treatment of the hair.
- 257,477.—Jones-Thierbach Co., San Francisco, Calif. (July 1, 1875.)—Food-flavoring extracts.
- 257,529, 257,531.—Ernest Daltroff, doing business as Parfumerie Caron, Paris, France. (March, 1922.)—Pastes and powders for beautifying and preserving the teeth, skin, and hair, and perfumery.
- 257,663.—Corrizo Extract Co., New York, N. Y. (May 26, 1902.)—Imitation-vanilla flavor for flavoring foods. (Apr. 12, 1912.)—Flavoring extracts for foods.
- 257,684.—Jones-Thierbach Co., San Francisco, Calif.
- 257,765.—Terri, Inc., New York, N. Y. (May 10, 1923.) Empty compact containers, rouge containers, powder containers and combinations of the above, all being made of material other than precious metal.
- 257,861.—Coty, Inc., Wilmington, Del., and New York, N. Y. (Oct. 20, 1927.)—Perfumes and toilet waters.
- 257,984.—House of Tre-Jur, Inc., New York, N. Y. (Nov. 16, 1927.)—Toilet preparations.
- 258,072.—The Dayton Co., Dayton, Ohio. (July 15, 1926.)—Preparation for facial treatments.
- 258,085.—Lanman & Kemp, Inc., New York, N. Y. (June 8, 1927.)—Face cream.
- 258,166.—Ernest Daltroff, doing business as Parfumerie Caron, Paris, France. (February, 1922.)—Pastes and powders for beautifying and preserving the teeth, skin, and hair, and perfumery.
- 258,423.—L. H. Parke Co., Philadelphia, Pa. (Nov. 1, 1924.)—Food-flavoring extracts.
- 258,574.—Catherine Brady Gartland, doing business as Mrs. P. F. Gartland, Brooklyn, N. Y. (Nov. 23, 1927.)—Hair tonic.
- 258,668.—Bonney, Inc., Chicago, Ill. (July 31, 1924.)—Toilet preparations.
- 258,745.—George A. Holtz, San Francisco, Calif. (Aug. 20, 1927.)—A preparation for the treatment of pyorrhea.
- 258,764.—J. X. A. Nelson, Los Angeles, Calif. (Nov. 18, 1927.)—Medicated paste in the nature of a cleanser for use in the bath.
- 258,809.—Vincent Finocchio, Brooklyn, N. Y. (Nov. 30, 1927.)—A preparation for removing dandruff.
- 258,888.—Edwin K. Elmore, doing business as Elmore Laboratories, San Francisco, Calif. (Jan. 1, 1920.)—Shampoo, hand lotion, and dandruff eradicator.
- 258,899.—Doralindina, Inc., Hollywood, Calif., and New York, N. Y. (1915.)—Toilet preparations.
- 258,916.—Sydney Smithline, doing business as Rose O'Youth Laboratories, New York, N. Y. (Feb. 25, 1925.)—Bleach cream, vanishing cream, and cold cream.
- 258,925.—Western Chemical Co., St. Joseph, Mo. (Jan. 1, 1924.)—Deodorants.
- 258,969, 258,970.—Vick Chemical Co., Philadelphia, Pa. (1924.)—Medicinal salve for use in such ailments as croup, colds, pneumonia, catarrh, etc.
- 259,005.—Ho-Ro-Co Mfg. Co., St. Louis, Mo. (Nov. 7, 1927.)—Toilet soap especially adapted for the hair.
- 259,011.—The Midland Chemical Laboratories, Inc., Dubuque, Ia. (Nov., 1925.)—Cleaning preparation of soap and other ingredients.
- 259,044.—Eve Becktel, New York, N. Y. (March, 1919.)—Toilet goods and preparations.
- 259,065.—Karlsruher Parfumerie-und Toiletteseifen-Fabrik F. Wolff & Sohn Gesellschaft mit Beschränkter Haftung, Karlsruhe, Germany. (Dec. 24, 1924.)—Shampoo powder and soap.
- 259,088.—David S. Werts, doing business as Waveade Products Co., Pittsfield, Mass. (Oct. 10, 1927.)—Hairdressing preparations for use in setting the wave in hair.
- 259,146.—Arthur C. Thorpe, doing business as Ecopo Chemical Co., Los Angeles, Calif. (Jan. 1, 1919.)—Antiseptic powder.
- 259,149.—U. S. Sanitary Specialties Corp., Chicago, Ill. (Feb. 10, 1927.)—Compound adapted for use in cleaning and polishing.
- 259,225.—The Sidney Ross Co., Newark, N. J. (Under section 5b of the act of 1905 as amended in 1920. 1917.)—Soap.
- 259,255.—Eugene Rimmel, Limited, London, Eng. (1861.)—Toilet soap, shaving soap, shaving cream, and shaving sticks.

PATENTS



259,256.—Eugene Rimmel, Ltd., London, Eng. (1861)—Toilet preparations.

259,301.—Eugene Ltd., New York, N. Y. (May 1922.)—Sachets and for wave-setting preparations.

259,319.—H. Th. Boehm A. G., Chemnitz, Germany. (April 3, 1926.)—Soaps, soap preparations, soaking preparations, abrasive preparations, polishing preparations, etc.

259,343.—Orphus B. Short, doing business as Supreme Products Co., New York, N. Y. (April, 1920.)—Cosmetic preparations, namely a nail polish.

259,396.—Daley's Inc., Los Angeles, Calif. (July 15, 1914.)—Flavoring extracts.

259,441.—D and O Hand Lotion Co., Minneapolis, Minn. (Nov. 4, 1927.)—Hand lotion.

259,447.—Iwata Trading Co., Inc., San Francisco, Calif. (Jan. 3, 1923.)—Incense perfume.

259,472.—Tokalon Chemical Corp., New York, N. Y. (Oct. 15, 1927.)—Perfumes.

259,513.—George H. Weyer, St. Joseph, Mo. (Dec. 6, 1927.)—Hair tonic.

259,558, 259,559, 259,560, 259,561, 259,562, 259,563.—Richard Hudnut, New York, N. Y. (July 25, 1927.)—Toilet preparations and soap.

259,579, 259,580.—Raindrop Chemical Co., Streator, Ill. (Sept. 15, 1927.)—Combination water softener, cleaner, and soap.

259,623.—Dermay Perfumers Inc., New York, N. Y. (Dec. 24, 1927.)—Toilet preparations and perfumes.

259,708.—Jules Bernard Bengue, Paris, France. (Oct. 29, 1927.)—Hair lotion.

259,998.—Corrizo Extract Co., New York, N. Y. (May 20, 1902.)—Imitation vanilla flavor for flavoring beverages.

260,017, 260,018.—Richard Hudnut, New York, N. Y. (Dec. 24, 1927.)—Soap and toilet preparations.

260,111.—Georg Schicht A. G., Aussig, Czechoslovakia. (Nov. 18, 1921.)—Soap, shaving soap, and shaving cream.

260,176.—Frank E. Hicks, doing business as Children's Clinical Laboratory, Granville, N. Y. (Dec. 14, 1927.)—Dentifrice.

260,200.—The Upjohn Co., Kalamazoo, Mich. (Dec. 21, 1927.)—Pharmaceutical preparation for a mouth wash.

260,238.—J. C. Penney Co., Wilmington, Del., and New York, N. Y. (Dec. 15, 1927.)—Toilet and bath soap.

260,478.—The J. B. Williams Co., Glastonbury, Conn. (Dec. 30, 1927.)—Soap.

260,558.—William F. Denney, doing business as Denney & Denney, Philadelphia, Pa. (Jan. 10, 1928.)—Series of booklets, pamphlets, or leaflets published from time to time.

260,588, 260,589, 260,590, 260,591.—Louis Philippe, Inc., New York, N. Y. (Nov. 15, 1927.)—Face creams, face powders, rouge and lip sticks.

M238,922.—Sunland Laboratories, Inc., Los Angeles, Calif. (Serial No. 236,448. June 1, 1926.)—A lotion for use after shaving, a soothing skin cream for use after shaving, skin cream.

M239,184.—Levin Chemical Mfg. Co., Tulsa, Okla. (Serial No. 243,710. Sept. 4, 1926.)—Hair tonic, face lotion and freckle ointment.

M239,187.—Iowa Soap Co., Burlington, Ia. (Serial No. 249,355. Jan. 12, 1927.)—Bath salts.

M239,193.—The Kroger Grocery & Baking Co., Cincinnati, Ohio. (Serial No. 249,127. Jan. 13, 1921.)—Soap powder and white chip soap.

M239,340.—Houbigant, Inc., New York, N. Y. (Serial No. 243,549. Jan. 20, 1927.)—Rouges.

M239,367.—L. H. Parke Co., Philadelphia, Pa. (Serial No. 258,352. Nov. 1, 1924.)—Food-flavoring extracts.

M239,706.—Sunland Laboratories, Inc., Los Angeles, Calif. (Serial No. 248,262. Jan. 27, 1927.)—Hair rinse, shampoo.

M239,709.—Monticello Laboratories, Monticello, Ark. (Mar. 19, 1902. Serial No. 255,254).—Hair color restorer and tonic.

PATENTS GRANTED

1,658,795. Powder Puff and Process of Making the Same. Joseph Baer, Chicago, Ill. Filed Apr. 10, 1926. Serial No. 101,030. 10 Claims. (Cl. 132—78.5.)

1. The process which comprises cutting out circular pieces of cloth with a tab on each piece, sewing two of such pieces of cloth together near the edge leaving an unsewed portion adjacent said tabs, turning said pieces through said unsewed portion and turning said tabs inside.

1,659,186. Closure for Containers. Harold Batchelor, Jersey City, N. J., assignor to Albert J. Sterling, New York, N. Y. Filed May 23, 1925. Serial No. 32,264. 4 Claims. (Cl. 215—44.)

1. The combination with a container provided with a plurality of projections around its mouth having their lower faces formed as cams, of a closure cap of resilient material including a skirt having a portion thereof constructed to provide an annular series of springs, and a plurality of self-reinforced lugs formed in the skirt below the series of springs and wholly above the lower edge of the skirt for engaging the aforesaid cam faces.

1,659,485. Powder-Puff Holder and Loose-Powder Container. Leonard Friedberg, Brooklyn, N. Y. Filed Apr. 6, 1927. Serial No. 181,488. 1 Claim. (Cl. 132—82.)

An envelope type container including front and rear walls defining a pocket adapted to receive a powder puff, and a flap carried by the rear wall adapted to be folded over and secured to the outer face of the front wall, said forward wall being hollow for the reception of loose powder and having a screened opening in its inner face through which powder is adapted to filter to the puff.

TRADE-MARK REGISTRATIONS GRANTED

Act of Feb. 20, 1905

These Registrations are not Subject to Opposition

M238,918.—Coty, Inc., Wilmington, Del. and New York, N. Y. (Serial No. 242,044. Dec. 21, 1926.)—Toilet cream.

1,659,980. Hand Soap. Abraham E. Lindy, Webster, Mass. Filed May 27, 1926. Serial No. 112,143. 2 Claims. (Cl. 87—5.)

1. A hand soap consisting of substantially a one-tenth part of water-soluble soap, a one-tenth part of calcium carbonate precipitate, and small amounts of soda-ash and wood-sawdust, approximating one-third and one-fifth the proportion of soap, respectively, and remaining parts water sufficient to make a paste.

1,660,347. Container. Howard S. Neiman, Brooklyn, N. Y. Filed Aug. 1, 1925. Serial No. 47,538. 15 Claims. (Cl. 132—83.)

1. In a powder container, in combination, a powder receptacle; a plurality of foraminous superimposed plates spaced from the bottom of the container, the openings of which are capable of registration and non-registration; a cover hingedly carried by the receptacle; means whereby the opening movement of the cover will cause registration of the plate openings, and means whereby the closing movement of the cover will cause non-registration of the plate openings.

1,660,906. Sanitary Container. George Keeler Bainbridge and Sydney William Reynolds, Ripon, Calif. Filed Dec. 6, 1926. Serial No. 152,860. 9 Claims. (Cl. 229—65.)

1. A container including a tubular body formed by a sheet of flexible material wrapped about itself, and an extension projecting from the outer side edge of the sheet wrapped completely about the body, said extension projecting downwardly from the top of the sheet to a point short of the bottom thereof.

1,661,243. Package and Closure Means. Clifford W. Vessy, Cleveland, Ohio, assignor to Anchor Cap & Closure Corporation, Long Island City, N. Y., a Corporation of New York. Filed Feb. 27, 1924. Serial No. 695,393. 2 Claims. (Cl. 215—46.)

1. A package comprising a container having an annular horizontally projecting abutment spaced from the mouth thereof, a substantially cylindrical sealing zone adjacent the mouth of the container, and an annular recess between the abutment and the sealing zone; in combination with a cap comprising a skirt having an annular inwardly formed concave bead frictionally engaging the cylindrical zone of the container, said annular bead in the skirt being corrugated transversely to provide for expansion, and a wire edge on said skirt spaced from the annular abutment and from the bottom of the annular recess, whereby the package may be opened either by pressing the sealing zone of the container against the cap bead to flatten and expand the same or by placing an instrument under the wire edge and using the annular abutment as a fulcrum.

1,661,564. Toilet Article. Anna Ebbesen, New York, N. Y. Filed Apr. 19, 1927. Serial No. 185,043. 4 Claims. (Cl. 206—56.)

1. An improved toilet article consisting of a receptacle for cold cream or the like, composed of a continuous piece of paper folded upon itself to form two side walls, a depression in the center of the inner side of each side wall, and means for dispensing the contents of the receptacle.

1,661,607. Collapsible-Tube Brush. Russell Geo. Evans, Detroit, Mich. Filed Feb. 9, 1925. Serial No. 8,067. 3 Claims. (Cl. 15—135.)

1. A collapsible tube having an opening in one end, a rubber base closing the open end of said tube, there being a perforation through said base, an elastic nipple integral with said base and surrounding the perforation therein, and a sponge rubber distributor surrounding said nipple and secured to the nipple and to the base.

1,661,778. Powder Puff and Method of Making the Same. Joseph E. Valentine, Plainfield, N. J., assignor to Oxzyn Company, New York, N. Y., a Corporation of New York. Filed Aug. 19, 1926. Serial No. 130,163. 6 Claims. (Cl. 132—78.5.)

3. An article of manufacture of the character described including a body composed of a loose fluffy fibre secured to a fabric backing of comparatively loose weave to permit the passage of a current of powder-laden air therethrough

to impregnate said fluffy fibre with powder and an ornamental backing, a layer of gutta percha interposed between said fabric backing and said ornamental backing to cause intimate adherence between said backings.

DESIGNS PATENTED

74,417. Glass Jar or Similar Container. Ira M. Clarke, New Martinsville, W. Va. Filed Jan. 7, 1926. Serial No. 15,992. Term of patent 3½ years.

74,418. Perfume Bottle. Bernard d'Escayrac, New York, N. Y., assignor to Guerlain Perfumery Corporation of New York, New York, N. Y., a Corporation of New York. Filed June 30, 1927. Serial No. 22,612. Term of patent 14 years.

74,420. Powder and Puff Case. Thomas A. De Vilbiss, Toledo, Ohio, assignor to The De Vilbiss Company, Toledo, Ohio, a Corporation of Ohio. Filed Nov. 21, 1927. Serial No. 24,232. Term of patent 3½ years.

74,436. Bottle. Daniel Hally-Smith, Paris France, assignor to Lymogene, Paris, France, a Limited Liability Company of France. Filed Sept. 7, 1927, Serial No. 23,313, and in France Nov. 25, 1926. Term of patent 14 years.

74,445. Jar or Similar Container. Ethel McGrath, Pelham Heights, N. Y. Filed Dec. 8, 1925. Serial No. 15,688. Term of patent 3½ years.

74,464. Can or Similar Receptacle. George B. Wood, Detroit, Mich., assignor of one-half to Edward L. Wood, Detroit, Mich. Filed Oct. 18, 1926. Serial No. 19,404. Term of patent 14 years.

74,469. Bottle. Maurice Babani, Paris, France. Filed Nov. 12, 1927. Serial No. 24,096. Term of patent 14 years.

74,600. Toilet-Powder Box. Guy T. Gibson, New Rochelle, N. Y., assignor to Guy T. Gibson, Inc., New York, N. Y., a Corporation of New York. Filed Dec. 28, 1927. Serial No. 24,678. Term of patent 14 years.

74,602. Bottle. Louis Halk, Hackensack, N. J., assignor to Northam Warren Corporation, New York, N. Y., a Corporation of New York. Filed Oct. 19, 1927. Serial No. 23,787. Term of patent 14 years.

74,617. Perfume Container. Charles Lionel Marcus, New York, N. Y. Filed July 26, 1923. Serial No. 6,871. Term of patent 14 years.

74,618. Bottle or Similar Container. George Matchabelli, New York, N. Y., assignor to Prince Matchabelli Perfumery, Inc., New York, N. Y., a Corporation of New York. Filed Oct. 5, 1927. Serial No. 23,635. Term of patent 7 years.

Registry Denied to "Supercreamed" on Soaps

Armour & Co. has won a decision in the court of Appeals of the District of Columbia in the matter of the appeal of Lever Brothers Co. from the decision of the Commissioner of Patents on the trade mark "Supercreamed." The Commissioner originally upheld the opposition of Armour & Co. to the registration of this mark by Lever Brothers on the grounds that it was confusing when applied to soaps with "Supercream," the registered mark of Armour. The court held that "to grant applicant a registration of its name for soaps without restriction would result in denying to opposer the right to use its mark upon shaving soaps, the names being confusingly similar."

Another New Use?

Press reports indicate that skillful artists have succeeded through the use of cosmetics in manufacturing exceedingly life-like (?) reproductions of Egyptian mummies. Where the market for this product is, does not appear. Besides, we can think of a lot of better uses.

Cotton Oil Bill Reported

(Continued from Page 4)

that the provisions of the existing cotton-oil option contract of the New York Produce Exchange, which limits delivery under the contract to prime summer yellow cotton-seed oil and specifies that the oil must be delivered in wooden barrels of 400 pounds each, give to manufacturers, refiners and processors who use the exchange by making option-contract sales to hedge their purchases of crude oil, a decided advantage in tendering oil under their contracts over the producers of crude oil, who make option purchases to hedge in the course of their business.

"The situation as to dealing in cotton-oil options seems to the committee to be quite similar to the situation that existed in dealing with cotton options and grain options prior to the inauguration of governmental regulations of dealing in cotton and grain options," the report stated. "In this instance, as in the two preceding instances, most traders testifying before the committee expressed opposition to governmental regulation. It is the opinion of the committee that governmental regulation of cotton-oil options will operate for the protection of the producer and for the benefit of legitimate traders, and for these reasons the committee recommends passage of the bill."

Foreign Trade Shows Gains and Losses

Foreign trade in soaps and toilet preparations lagged in January. Exports had an aggregate value of \$1,236,242, as compared to \$1,354,906 a year ago. Imports totaled \$479,020, against \$557,907 in the corresponding month of 1927.

Export trade in laundry soap showed a sharp decrease, shipments in January being practically 1,000,000 pounds smaller than in January last year. In toilet preparations, exports of perfumery and toilet waters were 100 per cent larger than a year ago, reaching a value of \$42,363. Exports of creams, rouges and cosmetics were larger than in January, 1927, but the gain was not shared by other toiletries.

In soap imports, castile shipments led last year, but imports of toilet and other types were smaller. Imports of perfumery, bay rum and toilet waters remained steady. Free list perfume materials declined in January to \$54,305 from \$142,507 in January, 1927, and dutiable materials rose to \$132,668 from \$100,683 a year ago. Imports of cosmetics, with a value of \$61,537, were slightly larger than in the corresponding month of last year.

Export trade in essential oils and flavoring extracts showed little variation from last year. Imports of essential and distilled oils in January had a value of \$460,971, as compared to \$486,774 in January last year. Imports of otto of rose were practically fivefold larger than a year ago, amounting to 2,976 ounces, valued at \$30,080, as compared to incoming shipments a year ago of 640 ounces, valued at \$6,437.

Jamaica's Trade in Toilet Preparations

The Chemical Division, Bureau of Foreign and Domestic Commerce, has just issued another circular (No. 38) in the series on world trade in toilet preparations. The new circular deals with the toilet preparations trade in Jamaica.

May Affect Our Cosmetics Exporters

J. N. Taylor, in charge of the medicinal, drug and toilet preparation section of the Chemical Division, Bureau of Foreign and Domestic Commerce, notes a tendency among some European countries to require that incoming ship-

ments of cosmetics be accompanied by certificates, given by a foreign or domestic licensed laboratory that will furnish certain information regarding their composition. Further, the percentage of lead in the containers or metal parts must be certified as not more than one per cent. This is now a ruling in Czechoslovakia. Mr. Taylor states that while these restrictions may be the source of an inconvenience to manufacturers of these articles, an opportunity is presented to licensed analytical laboratories to increase the scope of their activities.

New Offices for Foreign Commerce Bureau

Among the eight new foreign offices to be established by the Department of Commerce this year, three will be located in important vegetable oil centers: Algiers, Algeria; Accra, West Africa; and Tientsin, China. An office at Marseilles also had been proposed but this was stricken from the list in favor of Oslo, Norway. The other new offices will be located at Winnipeg, Canada; Budapest, Hungary; Guatemala City, Guatemala; and La Paz, Bolivia.

Crude Drug Industry Surveyed

The United States Department of Commerce has issued as a section of *Commerce Reports* a survey of the crude drug industry and trade of the United States. This survey was prepared by J. N. Taylor and F. A. Delgado of the Chemical Division. A section of the report is devoted to peppermint and spearmint, although most of the report is not of interest to our industry.

Department Ruling on "Antiseptic"

In a letter to C. W. Dunn, counsel for the American Pharmaceutical Manufacturers' Association, Dr. P. B. Dunbar, of the United States Department of Agriculture, gives the following as the position of the Department on the use of the word "antiseptic." This decision will be of considerable interest to many readers of this journal who use the word on their labels and literature.

"Current dictionaries give two meanings for the word antiseptic. According to these authorities an antiseptic may either kill bacteria or prevent their growth. Products such as salves, ointments and dressings which remain in contact with the body for long periods of time may be designated as antiseptics if they inhibit the growth of bacteria. On the other hand, mouth washes, douches, gargles and preparations of like nature which are in contact with the body for brief periods of time and because of this cannot exert any inhibitory action may properly be described as antiseptics only if they will destroy bacteria under the conditions of use, that is, in the dilutions recommended, and in a period of time comparable to that in which it would have an opportunity to act when used as directed."

To the Parrots and Monkeys

Silent Partner announces that it has often unfolded to view the wonderful benefits of a good imagination, and it is a valuable asset; valuable until you begin to direct it toward imaginary ills. When you drift from day to day with all sorts of imaginary tummy-aches, you resemble the fool who walked along the street with one foot on the curb and the other in the gutter and thought he was lame.

When you continually imagine yourself pitted against the world you might just as well change your name to Napoleon Wilhelm Crusoe, and set sail for some desert isle where you can shout your woes to the parrots and the monkeys.

Grasse Report for March

From Our Own Correspondent

GRASSE, March 7.—The market for essential oils and flower perfumes is marked by a general slackness. This condition is traced to the speculative transactions of the last few years, in the course of which the favorable exchange rate led consumers to accumulate stocks on favorable terms. Now that the financial situation has settled down and that the future is looked forward to more confidently, many people wait to dispose of all of their stocks before making new purchases. There is therefore a holding up of sales which is the cause of the present business slackness throughout France.

With respect to perfumery, the slackness prevailing of late has stopped the upward tendency prevailing during the last year. Nevertheless it should not be forgotten that in the case of many products the growing of such products has been discontinued owing to the unremunerative prices and that when the old stocks will be exhausted, and when it will become necessary to resume purchases, the scarcity of certain commodities will bring about swift rises. We find an example of this in the oil of sage clary, which hardly a year ago was costing 400 to 500 francs per kg. This price was deemed too low by growers, who gave up the growing of this plant. Recently requirements for clary oil came on the market and as the commodity could not be procured, prices have risen to 2,500 francs per kg.

As to orange, rose and jasmin products, no considerable declines should be expected as compared with present prices or as compared with this year's prices, which will mark the minimum level beneath which flower-growing becomes impossible.

Herewith are detailed reports on some of the principal items of immediate interest:

Orange

Since our last report, there have been no more frosts to be recorded, although the temperature is low from sunset to sunrise.

The full extent of the heavy damages sustained by orange trees has now been ascertained. The trees are now starting to bud out and it is easy to count the trees on which no new buds appear. The crop is bound to fall short by a full third. As there are a few stocks brought over from 1927, no rise is to be apprehended; however, if a drop were to take place, it would be a very small one.

Jasmin

Although the demand for jasmin products is not a very brisk one, yet it has been steady and very light stocks are expected to be carried forward into the new crop.

Work is not started until April and it is impossible to make any forecast as to the size of the next crop. This year it has been impossible to graft the young jasmin plants, as December frosts have destroyed the grafts. A year has been thereby lost, but there is every likelihood of a further recession in prices.

Rose

Rose bushes begin to bud. The slightest frost would now have very serious consequences, because the buds are very delicate and the slightest drop in the temperature might thoroughly jeopardize the crop. Even if the crop were to

prove an ordinary one, no heavy decline is expected. The prices brought by the flowers last year had proved unsatisfactory to the growers, and it appears hardly possible to quote lower prices on roses, because such a situation would lead to the destruction of the rose-growing industry. Growers cannot find rose-growing profitable if a price lower than the one quoted last year should rule. It would be more profitable to plant wheat or grain or even vineyards, because wine is sold at seven or eight times its 1914 level.

Tuberose

The stocks of tuberose products are light. The growing of this plant is being neglected, because of the great uncertainty attending the proper turning out of the bulbs and the expenses to be met in order to gather a supply.

Mimosa

The treatment of mimosa was started a few days ago. The crop will be a very small one, because the growing centers have been partly destroyed during the last summer by the fires, and in the month of December by frost.

Violet

The harvesting of Victoria violets has started. The crop will be a very small one and the price will be very high.

Hyacinth

In a few weeks there will commence the harvest of the small wild blue hyacinth which grows wild in such large numbers in the olive groves of Grasse. The consumption is not a large one. Nevertheless all dealers do some business in it.

Lavender

A slight upward movement has been noticeable in lavender oils. Extra qualities are no longer in the hands of distillers, so that all new transactions bring about a slight rise, due to the scarcity of high ether content oils. Fortunately the demand is comparatively restricted. Otherwise by this time we would be confronted with a considerable increase over the prices of the preceding month.

Rosemary

There are practically no stocks of this oil and a stiffening of the prices is to be expected.

Geranium

A very considerable rise has occurred on the Reunion quality. Due to large purchases effected during the last few months, Reunion has risen extensively. It is difficult at the present time to get any available stocks.

African geranium oil is bound to follow suit and to rise stiffly and it would be wise for consumers of geranium oil to effect their purchases now before the expected rise.

Mint

Prices have been stable for several weeks. In several quarters a rise is expected in a few months on certain kinds of mint oil. However, the stocks available are still large, and the demand is not very brisk.

Track Clear

Betty—"Do you have any green lipsticks?"

Drug-store Clerk—"Green lipsticks?"

Betty—"Yes; a railroad man is going to call on me tonight."—*Wright Engine Builder.*



Essential Oils

The market has shown little which would lead to the belief that any great activity or any pronounced strength in prices was to be expected in the immediate future. Inquiry has been rather slack. In fact it has been below the expressed expectations of the leading dealers. They have found that trading has been confined principally to small lots on the list as a whole and that competition was so keen, when large lots made their appearance in the inquiry, that no one could make any real profits on the larger sales.

There has not been much change in prices, however. Despite the fact that business has been generally disappointing, the trend of prices has been a regular one. Possibly the average of all items is a shade below that of last month, but the change has not been important enough to cause much concern. Weakness in some items has to some extent been offset by strength in others.

Floral Products Steady

Not much new is heard in the market for floral products. Demand is slack on almost all of them. The finer materials are slow largely because stocks of finished perfumes seem to be at a rather high level. Neroli has shown signs of strength. It is not much higher, but the tendency to reduce prices upon inquiry has been checked. Possibly the news of crop damage due to cold weather has had an effect upon this material. Rose is steady at the usual range of prices. Quotations of course, vary widely with seller and with product. Lavender is a shade easier with reports of shading on large business heard quite frequently in the market.

Seed and spice oils are irregular and unsettled. There has been a decided stiffening of prices on clove which have been disproportionately low recently. On the other hand, thyme is easier and on some qualities very low prices are reported in the market. Dill has also weakened and cumin, which has been very high, is more nearly normal than it has been in a long time. Cassia has advanced both locally and for shipment and seems to be pointed toward higher levels.

American Oils Quiet

Domestic products show little change. There has been much talk in the peppermint market, but its net effect in business and upon prices has been very near to nothing. Spearmint looks steadier. Tansy and erigeron are well held and firm. Wormseed, after a long period in the dumps, has recovered rather sharply and looks stronger. Wormwood is still scarce but recent extreme prices have been brought down a little.

Citrus oils are irregular. There has been no very definite trend in prices in them. Italy is still rather strong in her ideas of shipment values. Orange is scarce and somewhat stronger in New York. Bergamot, on the other

hand, has eased off to some extent and lemon also looks easier than it has recently.

Citronella is at the lowest point in many years and there are those in the trade who anticipate a rather sharp upturn. At the same time, reports indicate that general consumption of the article has not been up to former levels during the last two years and there is the possibility that some soap makers have definitely sidetracked the article in favor of something else. This might have a considerable effect upon future market prices. Cedar wood has been in demand and cedar leaf too to some extent. Eucalyptus is very firm and will probably hold up for at least another month judging from recent buying methods of the consumers. Geraniums are all steady. There has been talk of higher levels but that is all. Linaloe is steadier and bois de rose, while still highly competitive, is also in better shape. Pine needle oil is in better supply but there is a heavy demand to replenish stocks allowed to run down during the recent period of exceptionally high prices.

Synthetics and Aromatic Chemicals

There has not been as great an increase in the inquiry as was expected by most sellers. The early spring demand has fallen somewhat short of the expectations of both the manufacturers and the importers and actual sales and deliveries have been comparatively slow during the last month. To some extent, this is doubtless due to the fact that supplies of finished goods in the hands of manufacturers of perfumes are somewhat larger than was anticipated. The trade apparently over-manufactured during the latter part of last year and during the first month of the present year with the result that there are some very fair supplies which must be turned over before any real inquiry for raw materials is felt.

The price situation has been very satisfactory. Practically no changes of any kind have been reported during the month and those which have taken place have been of a minor character and not sufficient to have any effect upon the market. The general trend is still slowly toward lower levels on the whole. Readjustments in production costs and competition between more nearly standardized products are both responsible for this situation.

Geraniol Is Easier

Geraniol is somewhat easier due to competition and also to a minor extent to weakness in the raw material. This has reached the lowest price on record and hesitates there with guesses about equally divided as to whether it will decline or advance. Hence the finished product is also uncertain. There has been somewhat greater steadiness in linalool although no actual advance in the price is reported or indicated. Salicylates have firmed up to some extent and methyl salicylate is being shaded to a lesser degree than is usual. *(Continued on Page 52)*

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond, Bitter, per lb.	\$3.00@ \$3.20	Heps, oz.	16.00@	Valerian	11.00@
S. P. A.	3.30@ 3.65	Horsemint	4.25@	Verbena	3.75@ 7.00
Sweet, True	82½@ .85	Hyssop	24.00@	Vetivert, Bourbon	6.75@ 8.00
Apricot, kernel	.52@ .60	Juniper Berries, rectified	3.00@	Java	22.00@
Amber, crude	.35@ .40	Juniper Wood	.60@ .62	East Indian	30.00@
rectified	.65@ .90	Laurel	5.00@	Wine, heavy	1.75@
Ambrette, oz.	48.00@	Lavender, English	32.00@	Wintergreen, Southern	4.50@
Amrys balsamifera	2.50@ 3.00	U. S. P. "X"	3.25@ 5.00	Penn. and Conn.	8.50@ 9.50
Angelica Root	18.00@ 21.00	Garden	.50@ .55	Wormseed	3.50@ 3.65
seed	37.00@ 42.00	Lemon, Italian	2.80@ 3.00	Wormwood	13.75@
Anise, tech.	62½@ .65	Calif.	2.70@	Ylang-Ylang, Manila	26.00@ 32.00
Lead free, U. S. P.	.64@ .68	Lemongrass	1.00@	Bourbon	10.50@ 12.00
Aspic (spike) spanish	1.25@	rectified	1.45@		
French	1.50@	Limes, distilled	6.50@ 7.00		
Bay, Porto Rico	2.10@	expressed	10.00@ 11.00		
West Indies	2.10@	Linaloe	2.30@	TERPENELESS OILS	
Balsam, Tolu	4.50@	Lovage	16.00@	Bay	6.00@
Balsam, Peru	8.00@	Mace, distilled	1.90@	Bergamot	18.00@ 20.00
Basil	45.00@	Mandarin	8.50@	Clove	3.00@
Bergamot, 35-36 per cent	5.50@ 6.00	Marjoram	6.25@	Geranium	6.25@
Birch, sweet N. C.	1.90@ 2.15	Melissa	5.00@	Lavender	14.00@
Penn. and Conn.	4.75@ 5.00	Mirbane	.15@	Lemon	17.00@ 24.00
Birchtar, crude	.14@	Mustard, genuine	10.00@ 12.00	Lime, Ex.	60.00@
Birchtar, rectified	.50@ .65	artificial	2.15@ 2.30	Orange, sweet	95.00@ 110.00
Bois de Rose, Femelle	2.20@ 2.60	Myrrh	10.00@	bitter	100.00@
Cade, U. S. P.	.30@ .35	Myrtle	4.00@	Petitgrain	5.50@
Cajeput, Native	.90@ 1.20	Neroli, Bigarade, pure	140.00@ 175.00	Rosemary	1.75@
Calamus	3.75@ 4.25	Petale, extra	165.00@ 200.00	Sage, Clary	90.00@
Camphor, "white"	.15@ .17	Niaouli	2.50@	Vetivert, Java	35.00@
sassafrassy	.19@ .20	Nutmeg	1.90@	Ylang-Ylang	22.00@ 35.00
Cananga, Java native	3.75@	Olibanum	6.50@		
rectified	4.40@ 4.60	Orange, bitter	3.00@ 3.25	OLEO-RESINS	
Caraway Seed, rectified	1.85@	sweet, W. Indian	3.10@ 3.20	Benzoin	2.50@ 5.00
Cardamom, Ceylon	40.00@	Italian	3.50@	Capicum, U.S.P. VIII	4.25@
Cascarilla	64.00@ 70.00	Calif. exp.	3.75@	U.S.P. IX	5.00@
Cassia, 80@85 per cent.	2.00@	dist.	2.40@	Ginger, U.S.P. VIII	3.00@
rectified, U. S. P.	2.20@ 2.45	Origanum, imitation	.30@ .85	alcoholic	3.15@ 4.15
Cedar Leaf	1.10@ 1.50	Orris Root, concrete, do-		Cubeb	3.25@
Cedar Wood	.32@ .38	estic (oz.)	4.00@ 4.50	Malefern	2.65@
Cedrat	4.00@	foreign (oz.)	5.00@ 5.50	Oak Moss	15.00@ 15.50
Celery	7.50@	Orris Root, absolute (oz.)	55.00@ 70.00	Olibanum	3.25@
Chamomile	3.50@ 5.00	Orris liquid	18.00@	Orris	6.00@ 15.00
Cherry laurel	12.00@	Parsley	6.75@	Patchouli	18.00@
Cinnamon, Ceylon	12.00@ 15.00	Patchouli	gal. 9.00@ 12.00	Pepper, Black	4.25@
Cinnamon leaf	1.75@ 2.00	Pennyroyal, American	2.45@	Sandalwood	16.60@
Citronella, Ceylon	.38@ .45	French	1.70@	Vanilla	8.50@ 15.00
Java	.47@ .52	Pepper, black	5.75@		
Cloves, Bourbon	2.10@	Peppermint, natural	3.50@ 3.65	DERIVATIVES AND CHEMICALS	
Zanzibar	1.60@ 1.80	redistilled	3.65@ 3.75	Acetaldehyde 50%	2.00@
Cognac	22.00@	Petitgrain, So. Amer.	1.85@	Acetophenone	3.75@ 4.00
Copaiba	.75@ 1.00	French	3.00@	Acetyl Iso-eugenol	9.00@
Coriander	12.00@ 12.50	Pimento	3.35@ 3.50	Aldehyde C 8	50.00@
Croton	1.00@ 1.15	Pine cones	3.75@	C 9	130.00@
Cubeb	3.80@ 4.00	Pine needle, Siberia	.85@ .95	C 10	45.00@
Cumin	7.50@	Pinus Sylvestris	2.00@	C 11	50.00@
Curacao peels	5.25@	Pumilionis	2.95@	C 12	75.00@
Curcuma	3.00@	Rhodium, imitation	2.25@ 5.00	C 14	35.00@
Cypress	5.15@	Rose, Bulgaria (oz.)	10.50@ 22.00	C 16	25.00@ 40.00
Dillseed	4.25@ 6.00	Spanish	.40@	Amyl Acetate	1.00@
Elemi	1.65@	Rue	3.35@	Amyl Butyrate	1.80@
Erigeron	2.60@	Sage	3.00@	Amyl Cinnamate	2.50@
Estragon	38.00@	Sage, Clary	40.00@	Amyl Formate	1.70@ 2.00
Eucalyptus, Aus. "U.S.P."	.62½@ .67½	Sandalwood, East India	7.50@	Amyl Phenyl Acet.	5.00@
Fennel, Sweet	.85@ .90	Sassafras, natural	1.00@ 1.25	Amyl Salicylate, dom.	1.45@
Galbanum	26.00@	artificial	.30@ 1.10	foreign	1.65@
Galangal	24.00@	Savin, French	1.90@ 2.20	Amyl Valerate	3.00@ 3.50
Geranium, Rose, Algerian	3.30@	Snake Root	13.50@	Anethol	1.40@
Bourbon	3.30@	Spearmint	4.75@	Anisic Aldehyde, dom.	3.40@
Spanish	16.00@	Spruce	1.10@	foreign	3.75@
Turkish (Palma rosa)	2.75@	Styrax	12.00@	Benzaldehyde, U. S. P.	1.30@
Ginger	5.25@ 6.00	Tansy	4.75@	F. F. C.	1.55@ 1.90
Gingergrass	2.90@	Thuja	1.60@	Benzylidenacetone	3.25@ 4.25
Guaiac (Wood)	3.25@ 3.40	Thyme, red	1.00@ 1.30	Benzophenone	5.50@
Hemlock	1.15@	White	1.10@ 1.50	Benzyl Acetate, dom.	1.15@
				foreign	1.35@ 1.45

Benzyl Alcohol	1.35@	1.50	Octyl Acetate	32.00@	Rice Starch	.12@	.15
Benzyl Benzoate	1.40@	1.50	Octyl Alcohol	32.00@	Rose leaves, red	2.00@	
Benzyl Butyrate	5.50@	6.25	Paracresol Methyl Ether	7.00@	pale	.50@	
Benzyl Cinnamate	9.00@	9.50	Paracresyl Acetate	5.75@	Rose water, gal.	1.25@	
Benzyl Formate	3.35@	3.60	Phenylacetalddehyde 50%	6.00@	Sandalwood chips	.45@	.50
Benzyl Iso-eugenol	30.00@		imported	6.00@	Saponin	1.60@	
Benzyl Propionate	3.75@	5.00	100%	8.50@	Styrax	.47 1/2@	2.20
Benzyl Succinate	5.50@		Phenylacetic Acid	3.40@	Tale, domestic (ton)	18.00@	33.00
Borneol	2.75@	3.50	Phenylethyl Acetate	9.00@	French (ton)	40.00@	45.00
Bornyl Acetate	3.30@	3.80	Phenylethyl Butyrate	16.00@	Italian (ton)	50.00@	65.00
Bromstyrol	4.75@		Phenylethyl Formate	18.00@	Vetivert root	.30@	
Butyl Acetate	.60@		Phenylethyl Propionate	18.00@	Zinc Stearate	.26@	.30
Butyl Propionate	2.00@		Phenylethyl Valerate	20.00@			
Butyl Butyrate	2.00@		Phenylethyl Alcohol, dom.	4.75@	BEANS		
Butyraldehyde	12.00@		imported	5.25@	Tonka Beans, Para	.90@	.95
Carvone	.50@		Phenylpropyl Alcohol	16.00@	Tonka Beans, Angostura	1.90@	2.00
Carvol	4.00@	4.75	Phenylpropyl Aldehyde	12.00@	Vanilla Beans, Mexican	3.50@	5.00
Cinnamic Acid	4.00@		Rhodinol, dom.	6.50@	Mexican, cut	2.75@	
Cinnamic Alcohol	4.20@	5.25	foreign	9.50@	Vanilla Beans, Bourbon	whole	2.15@
Cinnamic Aldehyde	2.80@	3.50	Safrol	.31@	Bour. cut	1.90@	2.65
Citral C. P.	2.75@	3.00	Skatol, C. P. (oz.)	9.00@	Vanilla Beans, South American	2.50@	3.25
Citronellal	3.30@	3.50	Styraryl Acetate	20.00@			
Citronellol, dom.	4.25@	5.00	Styraryl Alcohol	20.00@			
foreign	5.00@	5.50	Terpineol, C. P. dom.	.39@			
Citronellyl Acetate	8.15@	8.75	imported	.50@			
Coumarin, dom.	3.75@		Terpinyl Acetate	1.00@	TINCTURES		
foreign	3.75@		Thymene	.30@	Ambergris	18.00@	
Cuminic Aldehyde	62.00@		Thymol	2.75@	Benzoin	1.75@	
Decyl Acetate	28.00@		Vanillin	7.80@	Civet	2.50@	4.00
Decyl Alcohol	28.00@		Violet Ketone Alpha	5.00@	Musk, nat.	30.00@	
Dibutylphthalate	.30@	.36	Beta	5.50@	Orris root	2.00@	
Diethylphthalate	.32@	.37	Yara Yara	1.50@	Balsam Tolu	1.50@	
Dimethylphthalate	.65@				Vanilla	2.50@	3.00
Diphenylmethane	1.75@	2.45					
Ethyl Acetate	.50@	.55	SUNDRIES		SOLUBLE RESINS		
Ethyl Benzoate	1.80@		Alcohol, Cologne, spts., gal.	2.65 1/2@	Ambrette	18.00@	
Ethyl Butyrate	2.00@		Almond Meal	.25@	Castoreum	28.00@	
Ethyl Cinnamate	3.90@		Ambergris, black (oz.)	Nom	Chypre	13.00@	
Ethyl Formate	1.00@		gray	(oz.) 38.00	Civet	80.00@	
Ethyl Propionate	2.00@	2.65	Balsam Copaiaba, S. A.	.51@	Benzoin	2.75@	
Ethyl Salicylate	2.35@	2.75	Para	.49@	Galbanum	6.00@	
Eucalyptol	1.15@	1.25	Balsam Peru	.75@	Labdanum	5.50@	
Eugenol	2.85@	3.15	Tolu	1.20@	Myrrh	7.00@	
foreign	2.90@	3.30	Baudruche skins, gr.	18.00@	Oak Moss	16.00@	
Geranial, dom.	2.20@	2.90	Beaver Castor	4.50@	Olibanum	6.00@	
foreign	2.40@	4.00	Cardamon Seed, green	1.50@	Opopanax	12.00@	
Geranyl Acetate	3.15@	4.00	decor	1.70@	Orris Root	12.00@	
Geranyl Butyrate	11.00@	12.50	Castoreum	12.00@	Patchouli	8.50@	
Geranyl Formate	7.25@	12.00	Chalk, precipitated	.03 1/2@	Peru balsam	6.00@	
Heliotropin, dom.	1.85@	2.00	Cherry laurel water, gal.	1.25@	Sandalwood	10.50@	
foreign	2.10@	2.35	Civet horns (oz.)	2.75@	Styrax	2.75@	
Hydroxycitronellal	6.00@	10.00	Guarana	2.15@	Tolu balsam	3.50@	
Indol, C. P. (oz.)	3.10@	5.50	Gum Benzoin Siam	1.50@	Vetivert	11.00@	
Iso-borneol	2.30@		Sumatra	.75@			
Iso-bornyl Acetate	3.25@		Gum Galbanum	1.35@	CERTIFIED FOOD COLORS		
Iso-butyl Benzoate	4.00@		Gum Myrrh	.75@	Amaranth	4.00@	4.50
Iso-butyl Salicylate	3.00@	6.00	Kaolin	.03@	Orange II	3.75@	4.50
Iso-eugenol, dom.	4.00@		Labdanum	6.00@	Tartrazine	4.00@	4.50
foreign	4.50@	4.75	Lanolin hydrous	.18@	Ponceau 3R	6.00@	7.50
Iso-safrol	1.75@		anhydrous	.20@	Indigo	16.00@	
Linolool	3.25@	4.75	Menthol, Jap.	4.35@	Erythrosine	20.00@	
Linyl Acetate 90%	4.75@	6.50	synthetic	3.25@	Guinea Green B.	17.50@	
Linyl Benzoate	10.50@		Musk, Cabs, pods. (oz.)	Nominal	Light Green S.F.	25.00@	
Methyl Acetophenone	3.75@		grains	(oz.) Nominal	Fast Green F.C.F.	27.50@	
Methyl Anthranilate	2.50@	3.00	pod	(oz.) 25.00@	Yellow A.B.	4.25@	
Methyl Benzoate	2.15@	2.25	Tonquin, gr. (oz.)	36.00@	Yellow O.B.	4.25@	
Methyl Cinnamate	3.90@	4.35	siftings	.19@	Naphthol Yellow S.	8.00@	
Methyl Eugenol	7.25@	9.00	Olibanum, tears	.35@			
Methyl Heptenone	9.00@	11.00			OIL SOLUBLE COLORS		
Methyl Heptine Carbon	22.00@	36.00	Orange flowers	.40@	Alcannin	5.00@	
Methyl Iso-eugenol	9.00@	13.00	Orange flower water, gal.	1.50@	Black	5.50@	
Methyl Octine Carb.	25.00@	32.00	Orris Root, Florentine	.11@	Blue	5.00@	
Methyl Paracresol	6.75@	7.50	powdered	.14@	Brown	5.50@	
Methyl Phenylacetate	4.65@	6.00	Orris Root, Verona	.09 1/2@	Green	4.00@	
Methyl Salicylate	.42@	.50	powdered	.13@	Red	5.00@	8.00
Musk Ambrette	6.75@	8.00	Patchouli leaves	.35@	Yellow	5.00@	
Ketone	7.75@	9.50	Peach Kernel meal	.35@			
Xylene	2.40@	2.75	Reseda flowers, powd.	1.50@			
Nerolin	1.50@	1.75	Rhubarb Root, Shenst.	Nominal			
Nonyl Acetate	48.00@		High Dried	.40@			
Nonyl Alcohol	40.00@	52.00	Powdered	.55@			

Synthetics and Aromatic Chemicals

(Continued from Page 49)

Artificial musks are still highly competitive and the competition has not always been on as equitable a basis as it might have been. Prices have been irregular with both the importers and the domestic producers shading their quotations to some extent. Eucalyptol is firm at recent prices with the demand somewhat heavier than that for many of the other products on the list. Vanillin is steadier although the inquiry for it is somewhat below that of a year ago. Less goods are finding their way into the hands of price cutting resellers and hence the makers are in better control of the situation than they have been recently, although this competition is still felt.

Vanilla Beans

The market has firmed up to some extent. There has been more interest among the consumers both in goods for immediate delivery from stocks and in shipments and contracts. Much of the interest has been in Mexicans which at the moment seem pointed for higher levels. Holders of this type consider them good property and are not inclined to shade prices at all on even good-sized inquiries.

The Bourbons and South Americans have firmed up to some extent in sympathy with the position of the Mexicans. Stocks in New York have been reduced to some extent, but there are still some very good sized supplies to be shipped both from primary points and from Marseilles. The result has been to make buyers rather cautious on Bourbons although there has been some moderate business. Should Mexicans follow the recent trend, it may be expected that Bourbons will be firm, or at least steady. However, there is nothing in the position of the Bourbon type itself which would indicate any great strength in it during the present season.

Sundries

The market shows very few changes. The spot menthol position is still unsettled owing to the competition of some of the local importers. The result has been a spot position consistently below the replacement value for shipment from Japan. It is hardly likely that this will continue for very long and with Japan apparently firm, it is natural to anticipate somewhat higher local levels before long. Buying of spot goods would seem to be the part of wisdom at the moment. Alcohol has been quite sharply reduced by the distillers. Balsams are slightly easier. Cardamom seed is very scarce and has advanced sharply in the New York market. Rhubarb root is, easier. Most of the gums are firm with olibanum sharply higher.

"Pearl Necklaces" as Perfume Containers

(Special Correspondence)

LONDON, March 10.—An ingenious invention among the latest novelties from Paris goes to prove that things are not always what they seem. It is a row of pearls of enormous size which spread their pink, white or black lustre over the soft satin of their *ecrin*. One may perhaps imagine that these giant pearls are meant to match the broad bracelets and the pendants the size of a pigeon's egg which even the elegante indulges in blatantly. Not at all; the pearls are nothing else than original receptacles for perfume. Pick one up and under its shiny roundness you will find a tiny cork which all the time had been hidden in the depth of the box.

New British Toilet Cream Method*

A British patent, No. 281,425, under this title has been granted to J. C. & J. Field & Edmond Polan for an invention relating to a toilet cream, particularly shaving cream, of the kind composed of a higher fatty acid, a fatty oil or fat, glycerine and an alkali, which owing to its particular composition is of a very smooth consistency.

It is essential to this kind of toilet cream that it should contain both a free fatty oil or fat and added glycerine and such creams are not soaps and do not lather with water.

It is known to make such creams with such a proportion of potash or soda without ammonia that when stirred with water they show an alkaline reaction with phenolphthalein; also to use ammonia as the whole or a part of the alkali in a cream which does not show such alkaline reaction.

The essence of the present invention resides in the production of a cream which contains ammonia not in excess of that equivalent to the free fatty acid used and which gives an alkaline reaction to phenolphthalein when stirred with water.

As an example of suitable proportions, 1 lb. of stearine (stearic acid) and 1 pint of edible olive oil are heated together until the whole is liquid and 0.5 pint of glycerine and 1.5 pint of water are added.

Seventy-four fluid ounces of water and 2 fluid ounces of liquor ammonia of specific gravity 0.880 are mixed together and the mixture is slowly added with constant stirring to the mixture of stearine, olive oil, glycerine and water. Perfume may be added as desired.

When the cream thus prepared is stirred with 10 times its weight of distilled water the latter shows an alkaline reaction to phenolphthalein. It is not essential that ammonia should be the sole alkali used, for a portion of the ammonia (the main function of which is probably to make a soap with the fatty acid or a part thereof), a chemically equivalent amount of caustic potash or caustic soda may be substituted, but insufficient in quantity for producing the desired alkaline reaction.

Another fatty acid may be substituted for the stearine and another solid or liquid fat for the olive oil. Mineral oil as a substitute for part of the solid or liquid fat is not excluded.

*P. & E. O. R., Vol. XIX, No. 2.

New Perfumed Deodorant Diffuser

(Special Correspondence)

LONDON, March 10.—A new perfuming and deodorizing jar recently introduced in London is made especially to hang on the wall of a bedroom, bathroom, or parlor. The jar, which is porous, is filled with a fluid, scented with pine, lavender, verbena or other perfume, according to taste. The fluid slowly percolates through, diffusing into the air a delicious fragrance, which also has deodorizing properties. While this article is intended particularly for hanging in sick rooms, it is very refreshing at any time, especially in the summer. The diffusion of a sharp, clean perfume revives tired nerves.

Is Almost Indispensable

(Hessig Ellis Drug Co., Memphis, Tenn.)

Just frankly, we would not like to miss an issue for you print a magazine that is almost indispensable to the trade. May we congratulate you on the splendid work that you are doing.



France Plans Soap Label Legislation

WASHINGTON, D. C., March 15.—The French government has submitted to parliament a bill which would prohibit labeling as "pure" all soaps made in France containing more than 5 per cent of rosin. It would also prevent sale as soap of any product not made from oil fats by treatment with alkali, a minimum of 35 per cent of hydrated acid fats being required. If labeled "72%" the product must contain 63 per cent of acid fats; if "60%", it must contain 53 per cent of fats. The bill is said to be supported by soap manufacturers who use principally oils and fats, and French naval stores producers are opposing it vigorously because of the depression it would probably cause in the rosin industry.

The *Bois et Resineux*, charges the supporters of the bill as being motivated by prejudice against rosin rather than by any concern for consumers' preference, saying that the latter really prefer rosin soaps.

Lucien Memminger, American consul at Bordeaux, reports that the use of rosin in soap is largely a post-war development in France and that more rosin is now used for soap than for any other purpose. The opposition in the above-named journal stated that "it appears to us that the project is an exhibition of the spirit of routine of certain manufacturers who continue to practice old methods of soap manufacture and who prefer to ask the government for protection against progress rather than to modernize their factories." They represent that the oils and fats used in soap are largely imported so that the bill, if passed, would be preferring foreign to home industries.

Port Sunlight Celebrates 40th Birthday

(Special Correspondence)

LONDON, March 5.—On March 3, Port Sunlight, the famous village in Cheshire founded by the late Lord Leverhulme as the home of his vast manufacturing enterprises, celebrated its fortieth birthday.

From 1900 onwards to the present day the list of Lever enterprises has grown until the business is now a commonwealth of more than 200 associated companies with factories and agencies established in strategic locations throughout the world, and in its service 39,000 white people and in West Africa and other tropical regions, some 28,000 natives. It employs a capital of upwards of £70,000,000 (\$350,000,000), and is one of the three largest and most highly capitalized British combines.

Features to Be Found on Other Pages.

Readers in the SOAP SECTION usually will find items of interest in our Trade Notes, as well as in Patents and Trade-Marks and Washington and Foreign Correspondence.

Solid Potash Soaps*

Since the preparation of solid potash soap on a large scale, which coincides with the introduction of potash lye prepared by the electrolytic process, about 35 years have now passed. Its consumption has become very considerable. Especially in the entire textile industry, particularly the cloth industry, also in laundries, solid potash soap has been used extensively almost universally. In previous years the textile industry as well as the felt industry used a great deal of economy soap, a half-solid somewhat transparent, opaque potash soap with a very large excess of potassium carbonate and free caustic potash. In the last 15 years the consumption of pure neutral solid potash soap has increased to quite a remarkable extent, so that the manufacturer of this special brand of soap is being carried on in many large establishments.

The materials used for the preparation of solid potash soap are principally tallow, palm kernel oil, and tallow oil. Good bone fat may also be used. The harder fats are used with about 15-30% of greases, palm kernel oil and cocoanut oil. For cheaper qualities 15-30% of oils may be used (not linseed oil, however) so that the addition may be adjusted to the condition of the market. For pure solid potash soap only pure, if possible 50° Bé of potash lye is used for the saponification.

The appearance of a solid potash lye should be perfectly clear and transparent, as in glycerine soap. The saponification must be carried through thoroughly, not a difficult task, since the saponification with 50° potash lye passes off easily. An excess of 0.05% of alkali is to be considered normal. Of great advantage for the keeping quality as well as for a rational manufacturing process, is a splitting mechanism since otherwise all the glycerine contained in the neutral fat is wasted. The more thoroughly the splitting process of the fats is carried through, the more resistant to the influences of the weather and to moisture are the potash soaps prepared from it. The normal fatty acid content of the commercial product is 65-66% when fresh. Potash soaps can be easily finished on a plate-cooling machine, and when thoroughly cooled may be at once cut into chips, and packed into barrels ready for shipment.

The boiling process requires about 6-7 hours. It is best to begin putting the soap into frames at a temperature of 67-70° C.

Cloudy appearance of potash soap points to two faulty conditions. In the first place there may be too large an excess of alkali; these soaps become clear during storage, since the chemical change of the caustic potash into potassium carbonate proceeds rapidly in the chips. Secondly there may be too high a water content and incomplete saponification. Solid potash soaps, the fatty acid content of which

*From *Seifens. Ztg.*, Vol. 54, No. 22, June, 1927, p. 408.

falls below 62%, when exposed to air become soft from the outside to the middle, and turn completely transparent, so that they look like shaving soap prepared by the cold process for which a mixture of sodium and potash lye was used. Potash soaps for which little water was used during the saponification process, crack very easily into plates and blocks during storage, and then are often incompletely saponified. Even after a few weeks of storage the soaps become rancid, and the bad odor connected with rancidity often leads the consumer to reject them.

Composition

1. For high grade products:

- 30 parts of tallow oil
- 20 parts of bleached palm oil
- 20 parts of clear bone fat
- 30 parts of palm kernel oil

or their fatty acids. These soaps are clear, transparent, and in the shape of chips of almost a colorless appearance.

2. For good medium grades:

- 30 parts of tallow oil
- 20 parts of tallow
- 20 parts of peanut oil, fatty acid of mixed oils
- 30 parts of palm kernel fatty acid from the margarine factory

3. For cheap or dark transparent products:

- 40 parts of bone fat
- 20 parts of fatty acids of refuse from palm kernel oil
- 25 parts of dark boiled tallow
- 15 parts of fatty acids of peanut oil II.

4. For a potash soap which is intended especially for use in the textile and fulling industry, the following composition is recommended:

- 40 parts of tallow
- 35 parts of palm oil or its fatty acids
- 10 parts of bone fat, clear or its fatty acids
- 15 parts of palm kernel oil.

The amount of potash lye necessary for the saponification of each mixture is always determined previously by the determination of the saponification number of the mixture.

Points to Be Observed

Potash soaps do not stand large quantities of fillers. Every strange admixture strongly lessens the keeping quality and firmness of the soap. To work in 5% of solvents like tetra-line or methylhexaline is admissible without lessening the solidity or firmness of the finished product.

Potash soaps should be stored in dry cool rooms. The barrels in which they are sent out must be dry and must have no bad odor, since this easily affects the soaps. To improve the odor 100 gm. of safrol or light oil of camphor may be added to 100 kg. of soap.

For cleaning very delicate fabrics, like lace, silk, fine wool, solid potash soap is excellently suited. Its enormous lathering capacity favors the cleansing process with least harm to the articles washed.

I desire to warn against experiments to prepare solid potash soaps after the manner of manufacturing grained soaps, by salting out and finishing with solutions of potas-

sium acetate. The manufacture is needlessly increased in price, and offers no advantage. It it is desired to work with special care, it is recommended to clarify the fat addition in the usual manner before saponification, which however results in any case during the fat-splitting process.

Industries Utilize 12 Per Cent of Soap Production

It is perhaps not generally known that more than one-tenth of the soap production of the United States is used in industries. According to T. E. Waters, head of the industrial soap department of the Procter & Gamble Co., 300,000,000 pounds of soap are utilized yearly by the industries of the United States, much of this for purposes other than cleaning. This represents 12 per cent of the entire soap consumption.

"Soap," said Mr. Waters, "entered the manufactures of over thirty industries, among them textiles, rubber tires, wire cartridges, cordage, playing cards, silver polishes and shoe polishes. The textile field is the biggest individual user of industrial soap. It consumes annually about 100,000,000 pounds, using approximately thirty pounds of soap for every 100 pounds of silk produced. The soap is used principally in the 'degumming' process, where the gum from the silkworm is separated from the raw silk and also as a mordant to set the colors in the dyeing process. Woolen mills use hundreds of tons of soap for scouring raw wool and for 'fulling' or finishing.

"The power laundries of the country eat up another 100,000,000 pounds of soap in a year, and approximately the same amount is used by miscellaneous industries, making a total of 300,000,000 pounds of soap consumed in the industrial field yearly."

Determination of Neutral Fat in Soaps

L. F. HOYT. *Oil, Fat, Ind.* 4, 357-9 (1927).—Weigh 10-15 g. of sample and dissolve in 150-200 cc. of hot neutral 94% alcohol and filter if not clear. Make the solution neutral and add 10 cc. alcohol KOH and boil for 30 minutes under a reflux condenser, running a blank in the same manner. While still hot titrate blank and sample with 0.5 N acid. From the number of cc. of alcohol KOH absorbed the % of neutral fat is calculated [(cc. 0.5 N alkali \times 28.05) / saponification number] \times (100/wt. of sample) = neutral fat. This method is valuable for rapid control of cold-made soaps and it can also be applied with fair accuracy to soaps of unknown fat composition after obtaining the saponification number as follows: separate the fatty acids and determine their neutralization as mg. KOH per g. The neutralization value of fatty acids \times 0.97 = the approximate saponification number of neutral fat from which they were derived. By the rapid control method neutral fat in soap may be determined in 1 hour or less with an accuracy of 0.05%.—*Chemical Abstracts*.

Detection of Hardened Fats

F. WITTKA. *Chem. Umschau, Fette, Oele, Wachse, Harze* 34, 295-6 (1927).—Beef tallow and its products contain only 0.27% unsaponified matter, with a maximum of 0.35%, while other animal and all vegetable oils contain much greater amounts excepting castor oil with 0.20%, so that the determination of this constituent in addition to the test for nickel and isooleic acid will distinguish hardened oils from tallow.—*Chemical Abstracts*.

Saponification Under Pressure*

Present Methods of Soap Manufacture Compared

With Practices in Vogue Long Ago

by Josef Grosser

WHEN we compare the modern method of soap making with the conditions under which this business was carried on about one century ago, there is involuntarily forced upon us the comparison between the present first express train and the venerable stage coach. The immense kettles with a content of several carloads, equipped for use of steam, supplied with crutching machine and contrivances for the automatic handling of soap bars and the finished product have crowded out and are crowding out the former primitive small kettles heated with direct fire and entirely arranged for hand labor; high grade caustic alkalis make the worker independent of the circumstantial and slow preparation of the lyes from lime and soda; efficient cooling machines have taken the place of the long-drawn-out frame cooling, and permit the production of harder and clearer soaps by using the same raw material; automatic soap presses tirelessly fill box after box with an attractive article prepared in various forms.

These and other achievements in some measure characterize the technical progress realized. In contrast with this appears the more striking circumstance that the foundation or the fundamental method of the manufacture of soap in itself has experienced no essential modification. Today as formerly the combination of fats with the saponification lyes takes place in the open kettle; today, just as decades and centuries ago, the soap maker follows the successive steps of the process of soap manufacture with the eye, aided by his indispensable, just as old and simple "instrument," the trowel; in the same way the tongue is still, for a goodly if not the greater number of the soap makers, a faithful, although sometimes a rather tortured assistant, and—to put in a word also regarding "accompanying phenomena" of the manufacture—even the scraping of the soap from the bottom or floor, whither it customarily loses itself in its perplexing tendency, retains its native right even today in the larger factories.

More Modern Method

It appears therefore quite comprehensible that the inventive spirit of the technical workers sets itself to the problem of replacing this, as it were, decidedly backward method of production by another which corresponds better with the modern mechanical, working method. Thus was suggested the thought of relegating the preparation of the soap from open kettles into closed receptacles, in which the most important phase of the manufacture was to pass off in a more mechanical way. In these efforts three viewpoints were of principal importance. In the first place the effect of the pressure and of the higher temperature was to hasten the reaction of the saponification, and thereby to make possible a saving of time; secondly, it was expected that the complete saponification of the oils and fats would result more easily and more reliably, and finally the new method was to involve a diminished consumption of steam and therefore a saving of fuel.

Before we attack the problem more closely, we must correct a previous claim; namely this, that the conception of saponification under pressure had come to the foreground in recent times. In reality such experiments were made as early as the fifties of the last century. Thus, for instance, Denn obtained a patent in England for carrying through the saponification under pressure at temperatures of 150—160° C. Later (1885) another inventor tried to boil the soap in a double-walled kettle equipped with a crutching machine, into the jacket of which steam or cold water could be introduced. Before beginning the boiling, fats and lye were put into the kettle through a manhole which was then closed; during the further process necessary additions of fat and lye were added into the receptacle with a pump. To draw off the spent lye as well as the finished soap, a pipe inserted in the bottom of the kettle supplied with a stopcock was used. This and similar experiments, however, enjoyed only a short life and this for reasons of which we shall speak further in the course of our discussion.

Comparison of Methods

In order to be able to subject to an unprejudiced criticism the above-mentioned apparent advantages of the preparation of soaps under pressure, as they are emphasized by the defenders of this method, it is best to proceed by comparing the process in the older method of soap manufacture with those conditions which are met in working with the pressure vat, also called autoclave. It will in this connection be found unavoidable, to be sure, here and there to go into details, since it is only by this method that we shall form a correct judgment of the nature of the problem, but at the same time we shall endeavor to confine ourselves to the most important phases of the subject.

In so far as we disregard the factories in which boiling over direct fire is still practiced, we need to keep in mind the following method in the production: The oils and fats are steamed out and are poured either into the storage receptacle or else put directly into the boiling kettle, in which latter case the possibility is of course given of drawing off the water of condensation which forms. In the kettle the nigre of the preceding batch is found as a rule, and it is self-evident that during the time of the steaming out of the fats this nigre, naturally by the addition of fresh lye, has been boiled over, so that the steamed-out fats can be introduced at once into the kettle.

The nigre present makes possible the almost immediate combination of the two components. In case that the kettle was empty the soap maker has the chance by the help of pieces or fragments of soap of making certain that the combination of the fat with the lye does not cause any loss of time. If batches of considerable size are involved, such as include several carloads in the larger factories, in boiling in the open kettle the possibility arises of boiling up a part of the raw material while the rest is subjected to steam. This affords on the one hand the advantage that the estab-

lishment requires fewer receptacles than would be necessary for holding the entire batch; on the other hand, as already remarked, an uninterrupted working process is made possible in this way.

In comparison with this let us examine how the matter stands when the autoclave process is used. It is self evident that in this case the saponification process can take place only when and as soon as all of the raw materials, fats and lye are already in the kettle, since this has to be first hermetically closed, for only after that the steam can be introduced. From this it is apparent that a larger establishment can hardly get along without storage vessels for the steamed fat materials, especially also for this reason that for the purpose of gathering the water of condensation and of impurities the batch can be left for some time to clarify. In those cases in which first-class pure fats are not involved, their purification before being put into the autoclave will be found to be necessary, since otherwise the natural impurities of the raw materials might produce a discoloration of the soap because of the chemical change that may result from the higher working temperature. This requirement is not necessary if the boiling takes place in the open kettle, because in the course of the saponification, of the salting out process, etc., a very effective purification of the fats and oils results anyway, and that in a manner which is in no wise harmful to the product, but quite the contrary. It is clear that these considerations have an especial application for the preparation of base soaps for toilet soaps.

From the description so far given it appears that the preparatory manipulations for making soaps by the old method are simpler, and in comparison with the new method permit even a saving of time. But the assertion that the saponification process even in the open kettle requires too much time can be easily refuted on the closer weighing of the facts.

For this purpose we return to that stage of the operation in which we began, of introducing the fresh raw material into the boiling content of the working kettle. Presupposing that the boiling process is uninterrupted, which may be accomplished by using a sufficient amount of steam, the combination of fats and alkali takes place as rapidly as the former are introduced into the kettle, in which case the soap maker, of course, needs to be careful to maintain the necessary proportion between these two component parts by the timely addition of lye. The moment that the last fat additions have been put into the kettle their combination with the alkali will on the whole have been completed, and the worker is now confronted with the problem of insuring the complete saponification by maintaining the boiling for a few more hours. That the time necessary for this depends upon the proper way of boiling is certain, but it is also beyond doubt that upon this presupposition it can be very materially shortened.

If now we assume that we had planned at the same time to put an equal addition into the closed kettle, it is evident that the span of time necessary for this will not be essentially shorter than that during which the fats ran into the open boiling pan, and that is because during the pumping process into the autoclave certain dimensions of the supply pipes, for technical reasons, cannot be exceeded. Meanwhile the process of production by the old method, as we have above demonstrated, takes a good step in advance since, as is seen, the addition of the fats into the kettle and the saponification process go hand in hand, but on account of this the advantage which is in itself quite indisputable, that

the reaction under higher pressure and at greater temperature takes place more rapidly, is almost entirely neutralized. However, in this connection we must also keep in view that the soap maker under the former working method enjoys at the same time also the further possibility of taking measures for clarification, which is indispensable for the process of preparation, however, without requiring any extra special time. To these factors belongs in the first instance the regulation of the salt and water content in the nigre, which in the closed kettle could in a measure be hardly accomplished in a reliable way.

The case is similar to the bleaching process of the soap mass, with the utilization of the pieces and chips from the preceding batch and the like, processes which in the open kettle are easily disposed of during the boiling, while in case a pressure vessel is used these processes must take place separately. Further, consideration must be given weight that it is apparently no easy problem to determine and measure off in advance the amount of lye requisite for the saponification of the oils and fats, so that the nigre after completion of the reaction shall show the right condition; in most cases it would seem unavoidable, after transferring the nigre into the open kettle, to again neutralize by means of fat the corresponding excess of alkali, which had been put into the autoclave for the purpose of complete saponification; likewise the necessity will be recognized of making a supplementary effort at establishing the correct proportions of the salt and the water, and the solving of any similar problems.

All of these steps, as likewise the emptying of the autoclave, require separate time, however little, whereas the former working method was able to dispose of them in close connection with the process. From this it is again apparent that the claim of timesaving in saponification by pressure rests upon erroneous claims or upon the disregard of different circumstances accompanying the soap making which assert themselves. It is the presence of these manifold factors, which represent characteristic features in the making of soap, although apparently insignificant, which tip the scale in forming a judgment on the problem.

(To be Continued)

Sampling Soap for Analysis

E. L. LEDERER. *Seifensieder-Ztg.* 54, 721-2 (1927); cf. C. A. 19, 410—The correct percent of water and of fatty acids can be obtained only by correct sampling: from spheres of cylinders cut a sector from the center to the periphery; from rectangular bars cut a section at right angles to the long axis. Comparison of the old with the new method, the latter being essentially Lederer's method and one which has been adopted by the German Committee for Standard Analytical Methods, shows differences up to 3.90% fatty acids for curd soaps 4 weeks old, the new method yielding the higher percent.—*Chemical Abstracts.*

Dinner Waits on Washing Powder

The store was full of customers but the small boy pushed himself to the front and cried out:

"I say, Mr. Brown, will you serve me quick? Dad's waiting for his dinner."

"Well, what do you want, my little man?" asked the grocer, leaving the customer he was serving.

"Two bars of soap and a package of washing powder."

Tendency of Soaps to Become Dark and Rancid*

by Willy Prager

Shortly before the published report of Dr. F. Wittka in No. 39 of this periodical* regarding the problem of the tendency of soap to become dark and rancid we received for examination a white grained soap which showed brown blots on the edges and had thereby become quite unsightly.

Without doubt this was a case of rancidity of the outer layer of the soap, which was recognizable even by its odor. I considered it to be a matter of interest to determine what changes the discolored outer layer showed in comparison with the inner layer.

For this purpose I determined both in the sample from the inside and in the discolored outer layer:

1. Total content of fatty acid.
2. Unsaponifiable matter + unsaponified fat.
3. Oxy acids.

and found:

For 1. on the inside sample: 72.4%
on the outside layer: 78.9%

For 2. on the inside sample: .37%
on the outside layer: .98%

In order to obtain comparable values, I had to multiply the
72.4

amount .98% with the factor —, by which the value of
78.9

.98% was reduced to .90%.

For 3. on the inside sample: oxy acids barely appreciable
on the outside layer 1.30%.

This value is already reduced in the above relations.

The determination of the unsaponifiable matter I have considered negligible, since only very small quantities could come under consideration.

In a purely mathematical sense I have by this omission committed an error, but its influence can be only very slight.

From the results of the analysis it is to be seen that on the outer edges a tendency to rancidity of the soap was observed in two directions.

The increase of the amount of unsaponified fat from within to the edges, from .37% to .90% (leaving out of consideration the unsaponifiable matter) points to a breaking up of the soap by the splitting off of free fatty acids.

The increase of the oxy acids from within to the outside, from ca. .0% to the large amount of 1.30%, clearly proves that oxidation of the fatty acids has taken place.

Of great interest, however, is the fact that the amount of the oxy acids in the outer layer is considerably greater than the amount of the unsaponified fat. There has therefore taken place on oxidation of the fatty acids in the soap molecule itself, at least in part.

The theory proposed by Dr. Wittka, that traces of salts of metals have an oxidizing action by catalysis, gains support by the above case, for I was able to demonstrate qualitatively the presence of iron in the brown spots of the soap, which I took the precaution of preparing for the analysis with a bone knife.

The quantity was very small, only a few hundredths of a milligram in 15 gm. of soap by estimation.

* From *Seifens.-Ztg.*, Vol. 54, No. 43, (1927).

Soaps and Turkey Red Oil as Wetting Out Substances for Spun Fibers*

by H. Pomeranz

In the technique for improving the spinning industry, as also in many other industries, we may observe periods of time in which definite questions and definite products hold the center of the stage and require our undivided attention. This happens not always on account of the novelty of the matter, but is frequently occasioned by well-known facts to which previously no attention had been paid, and which for unimportant reasons all of a sudden become the question of the day.

The wetting of woven goods in bleaching, dyeing, printing, finishing, etc., is a technical problem which has always occupied the attention of every specialist in the textile industry. Recently, however, the question of moistening has become acute: chemical factories daily are bringing out new moistening methods and chemical analysts are inventing new methods for determining the moistening action in these processes. In brief, the wetting-out process has become the most important point in the order of the day. An exhaustive explanation of this phenomenon it is difficult to give, unless it be that the laurels which a certain producer has harvested by his product have robbed the small manufacturers of their sleep.

In the question box in this paper for the current year, questions have repeatedly appeared concerning the method of preparing and the determination of the effectiveness of the substances used for wetting-out.

I therefore take occasion to offer to the readers of this publication a short discussion concerning wetting-out and wetting-out materials, especially since the newest and the most generally used of these materials have soaps or Turkish red oil for their foundation. Moistening substances which are free from fat we shall not treat here.

The phenomena of wetting-out forms a chapter in physics which is concerned with surface tension and capillarity. While the question of moistening woven goods touches also their capacity for swelling, nearly all the moistening materials offered to the industry evidently have for their purpose only the capillarity of the fiber materials, whether in the form of skeins, woven goods or simply raw fibers, and this circumstance also determines the character of the moistening materials in the overwhelming number of cases: They must serve the purpose of bringing into most intimate contact the water and the surface of the fiber. Now the water is not the moistening material, but is the moistening factor which in certain cases attains its purpose only through an intermediate substance. The obstacles which the water may meet on its way to the surface of the fiber may be both in the water itself and also on the surface of the fiber, and for this reason it is impossible to speak of one universal wetting-out substance which acts with equal efficiency under all circumstances.

Soaps and Turkey red oil are products which have a moistening action in very many, not to say in all, cases, and it is therefore admissible to speak of these in a general way as wetting-out materials. In our case the following two questions need to be emphasized: 1. Can every kind of soap and Turkey red oil be used as moistening material? and 2. What must be the constitution of a soap or a Turkey

* From *Seifens.-Ztg.*, Vol. 54, No. 29.

red oil in order to be of service as a specific wetting-out material?

Of course only a liquid can be a moistener, and therefore a soap which is insoluble in water at the temperature at which the moistening is to take place cannot serve as moistening material. Since a moistening material needs to count also on being used at ordinary temperature, soaps which in the cold separate out acid salts when in aqueous solution, also cannot be used as moistening materials. Here belong all soaps which are produced from fatty acids with high melting point, like stearic acid and palmitic acid, or of beef tallow of high titer, and the like.

Soaps made of olein and castor oil are more suitable for wetting-out materials and still better is cocoanut oil soap, but especially good are the soaps made of oxy-fatty acid which are easily soluble at ordinary temperature, which, as is known, cannot be salted out from their solutions. Concerning the possibility of using such oxy-fatty acid, a question has recently appeared in the question box of this periodical.

The same is true also of rosin soaps.

I believe I have in these few words given the most important characteristics of a soap which is suitable for moistening material.

Turkey red oils are up to a certain degree of saponified fats; though with high content of free fatty acid, they are soluble in water, but are still more soluble if they have been largely or fully neutralized.

In the latter case they appear as patent soaps, which are more suitable for moistening materials than products of sulfonation which have been slightly neutralized, even when these are "very highly" sulfonated.

The soaps designated and Turkey red oils are moisteners when in purely water solution, or in solutions of bodies which are neutral toward them. Liquids which do not stand the addition of soaps or Turkey red oils make necessary other moisteners, like alcohol, decoctions of saponin and the like. Soaps and Turkey red oils are therefore to be used only when the moisture-facilitating (not "moisture-resisting") substance does not occur in the moistener.

The difficulty of moistening fibers is as a rule due to substances found in the fiber which do not absorb water on account of the high surface tension of the fiber. These substances are almost uniformly of a fatty or waxy nature. It is known that fatty acid and resin-acid alkalies are capable of emulsifying, which emulsion is frequently of a form that reminds one of a solution. They are, therefore, capable of lessening the surface tension in presence of fats, therefore bringing about the condition for moistening.

The foaming of a liquid leads to a more ready formation of the meniscus in a capillary tube, a circumstance which also imparts to the soap solution the property of moistening more easily.

Now as regards the question of a graded evaluation of a moistener, which recently has brought on an entire series of methods for determining the relative efficiency of different moisteners, I do not consider this of importance at all for the dyeing industry, since every moistener performs its function to a sufficient extent. Interest in such method of determination is cherished by the competing chemical factories in their effort to land their customer. For this reason also the critical judgments of the numerous methods lose their significance for the technique.

Discoloration Phenomena in Soap During Saponification*

A. Dymschitz.

The author has repeatedly observed strong discolorations of soaps prepared from hardened fat. The color varied between weak rose color and intense red. The chemical investigations of the hardened fat furnished no explanation. Especially strongly colored was the strong lye of the soap. When this is acidulated, the color changes and gives place to a straw yellow. If the acidulated lye is again made alkaline the intensive color reappears. On extracting the alkaline lye with ether, only traces remain after removing the ether by distillation. The lye was acidulated, filtered and the filtrate extracted with ether. After evaporating the ether there remains in the bottle a black resin-like mass of peculiar odor. The residue left on the filter (after filtering the strong lye) was treated with ether and filtered. The ether filtrate was subjected to distillation, and after evaporating the ether there remains in the bottle an easily mobile, black oil-like fluid without specific odor. If this fluid is washed with water a considerable part of the water is absorbed.

The fluid remaining after extraction of the acidulated lye with ether is transparent. If, however, an excess of lye is used, a weak coloration appears.

Both the substance obtained from the filtrate of the acidulated lye, and that which resulted from the residue of the filtrate, were examined. The examination yielded the following data:

From the filtrate: Iodine number 19.4; saponification number 435.

From the residue: Iodine number 32.2; saponification number 365.

The chemical constants obtained point to the fact that in hardened fat, fatty acids of low molecular structure were contained.

*From *Seifens.*—Ztg. Vol. 54, No. 35. (1927).

British Soap Industry Recovers

(Special Correspondence)

LONDON, March 5.—The results of British soap companies which have recently been announced, show a distinct improvement in the profits. This is a good augury for the final results of Lever Brothers, who own the Ordinary share capital of these individual undertakings. The latest results, those of Joseph Crosfield & Sons, are in line with the others, indicating an increase in the net profits of £118,000 to £461,806 for the year to November 30, 1927. The dividend remains at 10 per cent on the £3,000,000 of £1 Ordinary shares purchased for Lever Brothers in 1919, but as the public holds the various issues of Preference shares, amounting to a nominal total of £7,000,000, the strength of the company's financial position is a matter of importance.

Wants Fair Freight Rate on Soya Bean Oil

The Los Angeles Soap Co., of Los Angeles, has filed a complaint with the Interstate Commerce Commission requesting an order requiring the Southern Pacific Company to establish a reasonable rate on soya bean oil shipped from San Francisco to Los Angeles. The company alleges that the present fifth class rate of 38½ cents per 100 lbs. on tank carlots is unreasonable.

Foreign Countries as Soap Producers

Reports recently to the Department of Commerce give the following facts on the soap industries of Denmark, Holland and Palestine:

The Danish soap and soda factories had an unusually heavy production during 1926. At the beginning of 1927 the industry embraced 33 factories, of which 22 manufactured soap exclusively, 5 soda and 6 soap and soda, employing in all 806 workers. The 1926 production is given in the following tables:

	Quality Kilos	Value Cronos
Soft soap	17,465,631	7,775,412
Perfumed toilet soap.....	2,895,086	5,559,219
Non-perfumed toilet soap.....	2,606	6,515
For household and laundry use.....	2,727,280	2,258,013
Soap for technical use.....	102,755	91,795
Washing powder, etc.....	1,750,175	1,054,421
Soap flakes	2,173,584	2,650,297
Raw glycerine (88%)	302,445	440,258
Crystallized soda	23,726,875	1,513,883
Total.....	51,146,437	21,349,806

Production statistics covering the Dutch soap industry for 1925 show that a constant expansion has occurred in goods manufactured and likewise materials used from 1921 to 1925. The statistics indicate that the 58 such firms covered in 1925 consumed 30,000,000 kilos of oils, fats, and fatty acids. Production amounted to 37,700,000 kilos of soft soap, 13,500,000 kilos of hard and liquid soap, and 18,200,000 kilos soap powder. The total staff in these 58 establishments number 2,280.

Soap making is one of the oldest industries of Palestine. In general the manufacturing methods used are primitive and the machinery is out of date. This applies particularly to the old-established factories located at Nablus and Jaffa. Recently through Jewish initiative a modern soap manufacturing plant has been established at Haifa and it is believed that the introduction of modern methods and machinery by the new company will serve to stimulate the demand for new equipment on the part of the old-established companies.

Despite the shortage of a domestic supply of raw materials, this industry made considerable progress up to 1926, when it showed a decline in production owing to the economic depression which was current in Palestine and the neighboring countries. Accurate statistics on the production of soap in Palestine are not available, but it is estimated at 10,000 metric tons a year.

British Soap Company Increases Capital

(Special Correspondence)

LONDON, March 5.—At a meeting of John Knight, Limited, recently held, it was decided to increase the capital from £70,000 to £200,000 (\$1,000,000), by capitalizing £130,000 of the sum standing to the credit of the reserve fund.

The chairman, Samuel Barnett, spoke of increased sales and public appreciation, continuing:

"We have recently added to our Shavallo shaving soap a Shavallo shaving cream, which has been well received. This is a branch of business where we are subjected to keen competition from the United States of America, whose products are very effectively advertised in this country. We believe that our products are at least equal to any of them, and when we bear in mind that our toilet and shaving soaps are subjected to a duty of 30 per cent when we export them to America, whereas American soaps are admitted to this country free the arrangement seems one-sided."

Features of Soap Materials Market

(Continued from Next Page)

been transactions at 11½c, which indicates that most of the cheap sellers have closed out their surplus stocks. The crude market is also a trifle firmer. Whatever strength may have been taken on in the last week or so, cannot in our opinion be lasting, for there are still large stocks of both crude and refined, which, while firmly held at the present time, will be added to by current production and eventually result in a surplus again unless consumption materially increases, and we do not think that it is likely to do so. However, the soap makers are producing less glycerine than they did, and the substitutes at the present price of glycerine are under a severe competition, so the situation is not as bad as it was, and there may be a rise of a few cents per pound from the present level. Many think that the article is below its intrinsic value, and this may be so, but it is rather difficult to tell what the real value is, with a proven substitute on hand, and the present prospect of a very large production of dynamite glycerine from alcohol refuse.

W. A. STOPFORD.

INDUSTRIAL CHEMICALS

The market has continued along quiet lines since our last review. Contract deliveries have fallen behind a little according to the reports of some of the alkali manufacturers. Others indicate that the quotas have been well taken up. All indicate that there is some criticism of the present price policy on the part of the consumers but no one anticipates any serious difficulties along this line before summer. It is probable that some shading will be the rule during the hot months, but this is a situation which is not yet worrying the manufacturers.

The situation in other chemicals has been steady but none too active during the last few weeks. The tendency with the consumers is to purchase in small quantities for immediate use only. Domestic makers of caustic potash report a fair inquiry. Carbonate of potash is slow. Borax drags to some extent.

Other Soap Materials

Rosin shows some irregularity with the tendency still toward lower levels. The demand has been light especially for export and the result has been that stocks have been reduced less than most of the producers had anticipated. With production being resumed and receipts larger, the tendency to shade prices is again in evidence. Other items show little change. Starches are rather sharply higher. Glycerine has declined. Oils and fats are still irregular and unsettled.

Soap Manufacture in Bulgaria

In recent years much progress has been made with the manufacture of soap in Bulgaria in order to render the country less dependent on imported soap. It is stated, however, that Bulgarian produced soap is not equal in quality to that imported, and that a large portion of the population still favor foreign soap. The imports of soap into Bulgaria—not including scented soap—are, however, steadily declining, they having fallen from 1,800 tons in 1924 to 1,495 tons in 1925, and to 1,424 tons in 1926, the latest year for which returns are available.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

The present week apparently has brought to the market a glow of health and vigor such as it has not known since the beginning of the year. The buying was general and not confined to some single soapmaker as has been recently characteristic; nor was the demand seemingly fully satisfied. The market has indeed been a difficult proposition to follow the past two months, being now firm and then in a few days tending in the opposite direction with equal force. At the present writing the price of City Extra tallow is found back at the level it was a month ago, namely, 8½c per pound loose f.o.b. seller's plant. Although outside unrecognized productions of Extra grade tallow were sold as low as 8½c seller's plant, the official City Extra market remained stationary at 8½c until last week when sales took place at 8¾c f.o.b. seller's plant. For local Fancy tallow 9c loose f.o.b. seller's plant is asked; House grease is held at 7-7½c f.o.b. seller's plant.

The Middle West market has held fairly firm during the period and at a higher level than locally. Sales of Prime Packers' tallow were made during the week at 8½c Chicago and Cincinnati, 8¾c now being asked for further quantities.

The price of greases has been raised slightly in both centers in sympathy with the stronger tallow market, also there has been some business in choice white all hog grease for export as high as 9.30c in tierces, which fact has lessened somewhat the pressure in the grease market, a situation brought about by the proposed French embargo on Rotterdam lard made mainly from white hog grease.

E. H. FREY,

VEGETABLE OILS

Trading in vegetable oils, since our last review has been fairly heavy, especially coconut, palm kernel and cottonseed oils. Early in March the markets experienced a sharp turn upward and prices have been holding at about the same levels since. The crude cottonseed oil situation seems to be in quite a strong position with last sales at 8½c lb. and this price now being bid without any sellers in the South East and the Mississippi Valley. Immediately following the upward movement of cotton oil, consumers started buying corn oil which soon showed an advance of ¾c lb. from its recent low level.

Several thousand tons of coconut oil changed hands early this month and at this writing it is strongly held at 8½c lb. f.o.b. Pacific Coast and 8½c lb. f.o.b. New York, in sellers' tanks for March forward shipment. The copra market in the Philippines and Far East is strong according to cable reports and there is comparatively little available for nearby delivery. However, we are nearing the time of the year when copra should be more plentiful and this is the reason many people are of the opinion that coconut oil will ease off during the next few months. Importers and crushers, though, report that they are finding it difficult to purchase copra at favorable prices for the balance of this year's delivery.

Soap makers have continued to buy fatty acids and soap

stock regularly and these materials have been in a steady position right along. Olive oil foots are still commanding a comparatively high price for nearby deliveries as nearby stocks are still scarce but arrivals during the next thirty days should relieve this tight situation to a considerable degree.

A. H. HORNER.

GLYCERINE

Since our review of February 9, the market has continued weak, and prices have further declined. Today chemically pure glycerine is 16c per lb., in bulk, that price being generally quoted, although it is said in some directions that this figure can be discounted somewhat. Dynamite glycerine has been sold as low as 11c per lb.; the lowest price since 1908, but within the last few days there have

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Extra 8½c. Edible, New York, 9½c. Yellow grease, New York, 6½c. White grease, New York, 7½c.
Rosin, New York, March 15, 1928.

Common to good	8.75	I	10.00
D	9.00	K	10.00
E	9.40	M	10.15
F	9.65	N	10.75
G	9.80	W.G.	11.00
H	9.82½	W.W.	11.50

Starch, pearl per 100 lbs.	\$3.47 @
Starch, powdered, per 100 lbs.	3.57 @
Stearic acid, single pressed, per lb.11 @
Stearic acid, double pressed, per lb.11½@ .12½
Stearic acid, triple pressed, per lb.13½@ .14½
Glycerine, C. P., per lb.16½@ .18
Dynamite11½@ .11½
Soap, lye, crude 80 per cent, loose per lb.07½@ .08½
Saponification, per lb.08½@ .09

Oils

Coconut, edible, per lb.10½@ .10½
Coconut, Ceylon, Dom. per lb.09½@ .10
Palm, Lagos, per lb.07½@ .08
Palm, Niger, per lb.07 @ .07½
Palm Kernel, per lb.09½@
Cotton, crude, per lb., f. o. b. Mill07½@
Cotton, refined, per lb., New York09½@
Soya Bean, per lb.13 @ .13½
Corn, crude, per lb.10 @
Castor, No. 1, per lb.14 @
Castor, No. 3, per lb.13½@
Peanut, crude, per lb.12 Nominal
Peanut, refined, per lb.13½ Nominal
Olive, denatured, per gal.	1.25 @ 1.40
Olive Foots, prime green, per lb.09½@ .10

Chemicals

Soda, Caustic, 76 per cent, 10 lbs.	2.90 @ 3.00
Soda, Ash, 58 per cent, per 100 lbs.	1.32 @ 1.67
Potash, Carbonate, 80@85 per cent, per lb., N. Y.07½@ .07½
Potash, Carbonate, 80@85 per cent, per lb., N. Y.05½@ .05½
Salt, Common, fine per ton	15.00 @ 24.00
Sulphuric acid, 60 degrees, per ton	10.50 @ 11.00
Sulphuric acid, 66 degrees, per ton	15.00 @ 16.00
Borax, crystals, per lb.04½@ .04½
Borax, granular, per lb.04 @ .04½
Zinc oxide, American, lead free, per lb.06½@ .06½

